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Northwestern University Bulletin

OF THE
UNIVERSITY OF ILLINOIS

The School of Commerce
1922-1923

EVANSTON AND CHICAGO

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Northwestern University

Evanston and Chicago

The School of Commerce 1922-1923

Published by the University



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Calendar for Evanston Classes

1922-1923

1922

- Sept. 18, Mon. Academic year 1922-23 begins. Examinations for admission. Registration begins.
- Sept. 20, Wed. Second examinations. Last day of registration.
- Sept. 21, Thu. Lectures and class exercises begin at eight o'clock.
- Oct. 3, Tue. Last day for registration of candidates for advanced degrees.
- Nov. 30, Thu. Thanksgiving recess, to Sunday, Dec. 3, inclusive.
- Dec. 1, Fri. Last day for filing of titles of theses for advanced degrees.
- Dec. 21, Thu. Christmas recess, to Tuesday, Jan. 2, 1923, inclusive.

1923

- Jan. 3, Wed. Class work resumed.
- Jan. 12, Fri. Central Debating League Contest.
- Jan. 13, Sat. Last day for filing of orations for Kirk Prize.
- Jan. 29, Mon. Mid-year examinations begin.
- Feb. 3, Sat. Examinations for admission.
- Feb. 7, Wed. Last day of registration for the second semester.
- Feb. 8, Thu. Second semester begins. Class work resumed at eight o'clock.
- Feb. 9, Fri. Kirk Oratorical Prize Contest.
- Mar. 29, Thu. Easter recess, to Tuesday, April 3, inclusive.
- Mar. 31, Sat. Last day for filing applications for fellowships and graduate scholarships.
- Apr. 3, Tue. Second examinations.
- May 4, Fri. Northern Oratorical League Contest.
- May 12, Sat. Last day for presentation of theses for advanced degrees.
- May 19, Sat. Oral examinations of candidates for advanced degrees.
- June 4, Mon. Regular examinations begin.
- June 18, Mon. SIXTY-FIFTH ANNUAL COMMENCEMENT.
- Sept. 17, Mon. Academic year 1923-24 begins.

Calendar for Chicago Classes

1922

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|-------|----------|---|
| Sept. | 5, Tue. | Registration begins. |
| Sept. | 15, Fri. | Opening convocation. |
| Sept. | 19, Tue. | Registration closes. |
| Sept. | 20, Wed. | First semester class work begins. |
| Nov. | 29, Wed. | Thanksgiving recess to Dec. 3, Sunday, inclusive. |
| Dec. | 1, Fri. | Last day for filing of titles of theses for advanced degrees. |
| Dec. | 4, Mon. | Special examinations to Dec. 9, Saturday, inclusive. |
| Dec. | 21, Thu. | Christmas recess, to Jan. 3, Wednesday, inclusive. |

1923

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|------|----------|---|
| Jan. | 4, Thu. | Class work resumed. |
| Jan. | 22, Mon. | Examinations begin. |
| Jan. | 27, Sat. | First semester closes. |
| Feb. | 5, Mon. | Second semester begins. |
| Mar. | 29, Thu. | Easter recess to April 4, Wednesday, inclusive. |
| Apr. | 9, Mon. | Special examinations to April 14, Saturday, inclusive. |
| May | 12, Sat. | Last day for the presentation of theses for advanced degrees. |
| May | 19, Sat. | Oral examinations of candidates for advanced degrees. |
| May | 28, Mon. | Examinations begin. |
| June | 2, Sat. | Second semester closes. |
| June | 4, Mon. | Summer Term opens. |
| June | 18, Mon. | SIXTY-FIFTH ANNUAL COMMENCEMENT. |

Administrative Officers

Walter Dill Scott, Ph.D., President of the University.

Ralph Emerson Heilman, Ph.D., Dean.

Clarence Stephen Marsh, M.A., Assistant Dean and Educational Adviser.

Walter E. Lagerquist, Ph.D., Director of the Graduate Division.

Neva Olive Lesley, Secretary.

Bernice Elizabeth Collins, B.A., Recorder.

The Faculty

Willard Eugene Hotchkiss, Professor of Economics.

Ph.D., Cornell University, 1905; dean, Northwestern University School of Commerce, 1908-1917; formerly supervisor of the 13th Census for the first Illinois district; secretary of the Shipbuilding Labor Adjustment Board; executive secretary of President Wilson's Industrial Conference, 1920; formerly labor manager of the National Wholesale Tailors Association; director, National Industrial Federation of Clothing Manufacturers.

Earl Dean Howard, Professor of Economics.

Ph.D., University of Chicago, 1905; labor manager Hart, Schaffner & Marx; formerly secretary Committee on Industrial Relations, Chamber of Commerce of the United States of America.

Frederick Shipp Deibler, Professor of Economics.

Ph.D., University of Wisconsin, 1909; member of the board of directors Illinois Free Employment Exchange; formerly assistant examiner U. S. Shipbuilding Labor Adjustment Board.

Alfred William Bays, Professor of Business Law.

B.S., Knox College, 1901; LL.B., Northwestern University, 1904; member Jacobson, Bays & Tompkins, attorneys.

Arthur Edward Andersen, Professor of Accounting.

C.P.A., Illinois, 1908; B.B.A., Northwestern University, 1917; senior partner Arthur Andersen & Company, certified public accountants; formerly president Illinois Society of Certified Public Accountants; member, American Institute of Accountants.

Ralph Emerson Heilman, Professor of Economics.

Ph.D., Harvard University, 1913; formerly examiner U. S. Shipbuilding Labor Adjustment Board, and district representative Industrial Relations Division, Emergency Fleet Corporation, for the North Atlantic Division.

Arthur Emil Swanson, Professor of Business Organization.

Ph.D., University of Illinois, 1911; formerly special expert, Division of Planning and Statistics, U. S. Shipping Board; director of the Bureau of Research and Statistics in the War Trade Board; dean, Northwestern University School of Commerce, 1917-1919; member of the executive board of the Firestone Tire and Rubber Company; partner, Swanson Ogilvie Company.

Horace Secrist, Professor of Economics and Statistics, and Director of the Bureau of Business Research.

Ph.D., University of Wisconsin, 1911; formerly statistician Tonnage Section, Division of Planning and Statistics, U. S. Shipping Board; special representative U. S. Shipping Board to the Allied Maritime Transportation Council, London, 1918.

Walter Kay Smart, Professor of English.

Ph.D., University of Chicago, 1911; formerly head of the Department of English, Armour Institute of Technology.

Walter Edward Lagerquist, Professor of Finance.

Ph.D., Yale University, 1910; acting dean of the School of Commerce, Northwestern University, 1918-1919; special lecturer Federal Reserve Bank of Chicago.

David Himmelblau, Professor of Accounting.

C.P.A., State of Illinois, 1913; B.B.A., Northwestern University, 1914; member, Arthur Andersen & Company, certified public accountants; member, American Institute of Accountants.

Homer Bews Vanderblue, Professor of Transportation.

Ph.D., Harvard University, 1915; director of industrial research, Denver Civic and Commercial Association, 1920-1921; formerly with the statistical department, Atchison, Topeka & Santa Fe Railroad.

Harry Anson Finney, Professor of Accounting.

Ph.B., University of Chicago, 1913; C.P.A., State of Illinois, 1916; associate, American Institute of Accountants; member of the faculty of the Walton School of Commerce, 1915 to 1920; editor of the Students' Department in the Journal of Accountancy.

Arthur John Todd, Professor of Sociology.

Ph.D., Yale University, 1911; formerly professor of sociology, University of Minnesota; labor manager Kuppenheimer Clothing Company.

Harry Franklin Harrington, Professor of Journalism and Director of the Medill School of Journalism.

M.A., Columbia University, 1909; formerly director of the courses in Journalism, University of Illinois.

William Frank Bryan, Lecturer in English.

Ph.D., University of Chicago; professor of English, College of Liberal Arts, Northwestern University.

Isaac Joslin Cox, Lecturer on Latin America.

Ph.D., University of Pennsylvania, 1904; professor of history, College of Liberal Arts, Northwestern University.

- Franklyn Bliss Snyder, Lecturer in Literature.
Ph.D., Harvard University, 1909; professor of English, College of Liberal Arts, Northwestern University.
- Perley Orman Ray, Lecturer in Political Science.
Ph.D., Cornell University, 1909; formerly head of the Department of Political Science and History, Pennsylvania State College and Trinity College; professor of political science, College of Liberal Arts, Northwestern University.
- Lew Sarett, Lecturer on Argumentation.
B.A., Beloit College, 1911; LL.B., University of Illinois, 1916; head of Division of Public Speaking in Department of English, University of Illinois, 1916-1918; professor, School of Speech, Northwestern University.
- Eric Louis Kohler, Associate Professor of Accounting.
M.A., Northwestern University, 1915; C.P.A., State of Illinois, 1916; member, American Institute of Accountants; member of Kohler, Pettengill & Company, certified public accountants.
- Clarence Stephen Marsh, Associate Professor of English.
M.A., Northwestern University, 1921; registrar, Northwestern University, 1911-1919.
- Fred Emerson Clark, Associate Professor of Economics and Marketing.
Ph.D., University of Illinois, 1916; formerly special investigator of the Carnegie Endowment for International Peace.
- Henry Post Dutton, Associate Professor of Factory Management.
B.E.E., University of Michigan, 1914; president Dutton & Company; formerly with the Pullman Company and Arthur Young & Company.
- Robert Jackson Ray, Associate Professor of Economics and International Trade.
M.A., University of Kansas, 1909; professor of economics, Keiogiijuku University, Tokyo, Japan, 1911-1914; dean of Olivet College, 1918-1919.
- Frank Thayer, Associate Professor of Journalism.
M.A., University of Wisconsin, 1916; formerly associate professor of journalism, State College of Washington.
- William Herman Haas, Lecturer in Commerce and Trade.
M.A., University of Chicago, 1903; associate professor of geology and geography, College of Liberal Arts, Northwestern University.
- Louis Winfield Webb, Lecturer in Psychology.
Ph.D., University of Chicago, 1916; associate professor of education, College of Liberal Arts, Northwestern University.
- William Vipond Pooley, Lecturer in History.
Ph.D., University of Wisconsin, 1905; associate professor of history, College of Liberal Arts, Northwestern University.
- Robert Grant Martin, Lecturer in English.
Ph.D., Harvard University, 1910; associate professor of English, College of Liberal Arts, Northwestern University.

- Harold G. Moulton, Lecturer in Money and Banking.
Ph.D., University of Chicago, 1914; associate professor of political economy, University of Chicago.
- Guy Meredith Pelton, Assistant Professor of Accounting.
B.A., University of Wisconsin, 1909; formerly with Arthur Andersen & Company, certified public accountants; director, courses in accounting, Swift & Company.
- John Victor Tinen, Assistant Professor of Accounting.
B.S., University of Illinois, 1912; C.P.A., State of Illinois, 1921; formerly instructor, J. Sterling Morton High School.
- Charles Augustus Myers, Lecturer in English.
Ph.D., Johns Hopkins University, 1911; assistant professor of English, College of Liberal Arts, Northwestern University.
- Delton Thomas Howard, Lecturer in Psychology.
Ph.D., Cornell University, 1916; assistant professor of psychology, College of Liberal Arts, Northwestern University.
- Robert Stanley Forsythe, Lecturer in English.
Ph.D., Columbia University, 1914; assistant professor of English in the College of Liberal Arts, Northwestern University.
- Clyde Leclare Grose, Lecturer in History.
Ph.D., Harvard University, 1918; assistant professor of history, College of Liberal Arts, Northwestern University.
- Nathaniel Waring Barnes, Lecturer in Business Correspondence.
M.A., Columbia University, 1905; assistant professor of commercial organization in the School of Commerce and Administration of the University of Chicago.
- Ernest Herman Hahne, Lecturer in Economics.
LL.B., University of Nebraska, 1913; M.A., Harvard University, 1914; instructor in economics, College of Liberal Arts, Northwestern University.
- Frederick Henry Heidbrink, Lecturer in English.
M.A., Northwestern University, 1920; instructor in English, College of Liberal Arts, Northwestern University.
- Arthur Hobart Nethercot, Lecturer in English.
M.A., Northwestern University, 1916; graduate work at Oxford University and University of Chicago; instructor in English, College of Liberal Arts, Northwestern University.
- McKendree Petty, Lecturer in Spanish.
B.A., University of Vermont, 1916; instructor in Romance Languages, College of Liberal Arts, Northwestern University.
- George Alcuin Rollins, Lecturer in English.
M.A., Northwestern University, 1913; instructor in English, College of Liberal Arts, Northwestern University.
- Merle Leslie Wright, Lecturer in Effective Speaking.
M.A., Northwestern University, 1921; instructor in public speaking, School of Speech, Northwestern University.

- Clarence Simon, Lecturer in Effective Speaking.
B.A., Wittenberg College, 1919; instructor in School of Speech, Northwestern University.
- Adolph J. Snow, Lecturer in Psychology.
Ph.D., Columbia University, 1919; instructor in psychology, College of Liberal Arts, Northwestern University.
- Joseph Henry Gilby, Lecturer in Accounting.
Graduate, Northwestern University School of Commerce, 1911; C.P.A., State of Illinois, 1913; LL.B., Kent College of Law, 1916; formerly chief accountant American Steel Foundries, East St. Louis, Ill., and manager Amos Bird Company, Shanghai, China; with Arthur Andersen & Company, certified public accountants.
- James Harris Bliss, Lecturer in Accounting.
C.P.A., State of Illinois, 1916; with accounting department Swift & Company; formerly treasurer Siegel Cooper & Company; member, American Institute of Accountants.
- James Hamilton Picken, Lecturer in Advertising.
M.A., Harvard University, 1912; head James H. Picken Advertising Service.
- Roy Hall, Lecturer in Accounting.
B.A., Wabash College, 1909; C.P.A., state of Indiana, 1916; treasurer, Chapin & Company, Chicago; associate, American Institute of Accountants.
- Alexander W. Taylor Ogilvie, Lecturer in Management.
Graduate, Northwestern University School of Commerce, 1913; partner, Swanson Ogilvie Company.
- John Charles Teevan, Lecturer in Business Law.
LL.B., Northwestern University, 1917; attorney.
- Arthur Quentin Larson, Lecturer in Accounting.
B.A., State University of Iowa, 1910; instructor, Lyons Township High School, La Grange, Illinois.
- John Joseph Strittar, Lecturer in Accounting.
With Arthur Andersen & Company, certified public accountants.
- John Rudolph Byland, Lecturer in Accounting.
Instructor, Hyde Park High School, Chicago.
- Glenn Lee Grawols, Lecturer in Accounting.
B.A., Hillsdale College; C.P.A., State of Illinois, 1921; with the Continental Account & Audit Company.
- Jacob Lewis Jacobs, Lecturer in Organization.
Ph.B., Yale University, 1907; C.E., Yale University, 1909; director, J. L. Jacobs & Company, industrial engineers and employment advisers.
- John Otis Johnson, Lecturer in Accounting.
With Thompson-Starrett Company.
- Paul Kenneth Knight, Lecturer in Accounting.
M.A., University of Illinois, 1917; with Arthur Andersen & Company, certified public accountants.

Finley Holmes McAdow, Lecturer in Credits.

Formerly president Chicago Credit Men's Association, and president National Credit Men's Association.

Charles Conner Wells, Lecturer in Economics.

B.S., Northwestern University, 1909; bond department, Continental & Commercial National Bank, 1918.

Reuben Dale Cahn, Lecturer in Economics.

B.A., Northwestern University, 1916; formerly assistant efficiency engineer, U. S. Railroad Labor Board; at present consultant on economic problems and economist for the Illinois Department of Labor.

Ernest Putnam Clark, Lecturer in French.

B.A., University of Paris, 1913; Wesleyan University, 1914; formerly instructor in Romance Languages, Northwestern University; formerly dean and principal, Elgin Junior College and Academy; with The Northern Trust Company.

King Cook, Lecturer in English.

B.A., Dartmouth College, 1915; instructor in English, Dartmouth College, 1916.

Harold William Moorhouse, Lecturer in Economics.

M.B.A., Northwestern University, 1921; formerly head of the School of Commerce and Marketing, Oklahoma State College; formerly member of the Oklahoma State Market Commission.

Charles Rupert Whitworth, Lecturer in Accounting.

A.C.A., C.P.A.; member, American Institute of Accountants; resident partner, Touche Niven & Company; formerly president, Illinois Society of Certified Public Accountants.

Baker Brownell, Lecturer in Journalism.

M.A., Harvard University, 1911; editorial writer, Chicago Daily News.

John DeWitt Culp, Lecturer in Merchandising.

B.S., University of Illinois, 1916; division superintendent, Montgomery Ward & Company.

Abram Nicholas Pritzker, Lecturer in Accounting.

Ph.B., University of Chicago, 1916; LL.B., Harvard Law School, 1920; member of law firm of Pritzker & Pritzker.

Frank Stockdale, Lecturer in Retail Store Management.

Formerly member editorial staff of "System"; formerly special lecturer for the International Harvester Company and for the Associated Advertising Clubs of the World; president of the Stockdale Service Company.

Harry Thom, Lecturer in Accounting.

B.S., Northwestern University, 1920; C.P.A., State of Illinois, 1921

Walter A. Washburne, Lecturer in Journalism.

City Editor, Chicago Evening Post.

Albert Edward Shower, Lecturer in English.

M.A., University of Chicago, 1913; formerly professor of public speaking, Kansas State Agricultural College, Manhattan, Kansas.

Samuel A. Bartels, Lecturer in Art of Typography.

Graduate I. T. U. course of instruction in printing; formerly head compositor and lay-out man of printing departments of various eastern concerns and head of job printing department of Henry O. Shepard Company; at present typographical expert with Fred Klein Company.

George C. Bastian, Lecturer in News Editing.

Assistant Sunday editor of the Chicago Sunday Tribune; formerly managing editor of the Waukegan Daily Gazette, and assistant city editor of the Chicago Record-Herald.

Elmer Allen Claar, Lecturer in English.

A.B., University of Illinois, 1915; LL.D., Northwestern University, 1920; instructor of English, Armour Institute of Technology; associate in the law firm of MacChesney & Becker.

John C. Dinsmore, Lecturer in Purchasing.

Ph.B., University of Chicago, 1911; secretary-treasurer, Purchasing Agents' Association of Chicago.

Howard Clark Greer, Lecturer in Accounting.

B.A., Northwestern University, 1915; C.P.A., State of Illinois, 1920; with Arthur Young & Company, certified public accountants.

Robert D. Highfill, Lecturer in English.

B.A., University of Arkansas, 1911; formerly instructor in English in the University High School, University of Chicago; co-ordinator for U. S. Veterans Bureau with Northwestern University.

J. Earle Miller, Lecturer in News Reporting and Writing.

Previously reporter and special correspondent for various eastern and middle west newspapers; at present city editor Chicago Bureau and Associated Press.

M. A. Myers, Lecturer in Psychology.

B.S., Dartmouth College, 1913; assistant in psychology, University of Illinois, 1917-1919; Bureau of Personnel Research, Pittsburgh, Penna., 1920; with B. Kuppenheimer & Company.

Paul W. Pettengill, Lecturer in Accounting.

C.P.A., State of Illinois, 1921; member of Kohler, Pettengill & Company, certified public accountants.

Milton W. Thompson, Lecturer in Banking.

M.A., University of Illinois, 1912; graduate student at the University of Chicago, 1913, at University of Wisconsin, 1914-1915; associate professor of economics, Indiana University, 1921.

Donald M. Ewing, Lecturer in News Reporting and Writing.

Formerly instructor, University of Missouri School of Journalism; city editor, the Associated Press.

General Statement

Northwestern University School of Commerce offers a comprehensive professional course of training in business. The purpose of the School is to train the student for business on the basis of a broad outlook on life, to give him thorough knowledge of the principles that underlie business action, and to acquaint him with efficient business practice. The instruction is planned to give him an understanding of the public relations of business and a broad survey of business facts and experience, to develop the power of accurate analysis, and to prepare the student for leadership as an executive.

The School of Commerce was established in June, 1908, with 255 students. Its enrollment has increased rapidly, until today its registration in all courses substantially exceeds three thousand students.

The School is well equipped to offer training in business. Its location in a great urban center enables members of the faculty to maintain a close contact with the operation of modern business, and with business practice. It also permits of numerous inspection trips to important industrial, manufacturing and merchandising establishments by the students. It further makes it possible to utilize successful business men as instructors in certain specialized courses, and as general lecturers in various fields. The policy of the School is to identify itself closely with the business life of the community, in the belief that in this way it will be able to render a larger service both to its students and to the business world.

The School offers both undergraduate and graduate instruction on two plans:

1. Day classes, in Harris Hall on the University Campus, Evanston, for full-time students.
2. Late afternoon, evening and Saturday classes in the Northwestern University Building, in the loop district of Chicago, for part-time students, mainly men and women who are engaged in business.

The Medill School of Journalism

The Medill School of Journalism was established in February, 1921, as a tribute to the memory of Joseph Medill, founder of the Chicago Tribune. It is organized and conducted, administratively, as a department of the School of Commerce, in coöperation with the College of Liberal Arts of Northwestern University. The

School has the active support of the various Chicago newspapers and periodicals, which have offered their plants for use as laboratories where the students may become familiar with the actual operation of great newspapers.

Types of Courses—Through this combination the Medill School of Journalism provides not only practical training in the gathering, writing, editing and publishing of news, but also a broad background of university work in subjects which are essential for the journalist. To this end, three types of courses are offered:

1. Those which provide training in the actual technique and practice of modern journalism.
2. Those which familiarize the student with present day social, economic and political problems, and the general field of literature.
3. Those which develop his power of clear and effective expression.

Plans of Instruction—The School of Journalism offers instruction on two plans:

1. For students who are devoting their entire time to preparation for journalism, the undergraduate courses leading to the degree of Bachelor of Science in Journalism, and graduate courses leading to the degree Master of Science, are given in full-time day classes on the Evanston campus.
2. For employes of the various newspapers, periodicals and publishing houses of Chicago and its vicinity, or for other persons who wish to enter the field but cannot devote their entire time to the preparation, the courses leading to a diploma of the University are given in evening and Saturday afternoon classes in the Northwestern University Building, Lake and Dearborn Streets, Chicago. In some cases, students in these part-time classes, offering the proper entrance credits, may be able to qualify for a degree.

More detailed information concerning requirements and curriculum is contained in a special bulletin of the School of Journalism which may be secured by addressing the office of the School, 31 West Lake Street, Chicago, Illinois.

The Undergraduate Division

Full-Time Courses, pages 16 to 24

Part-Time Courses, pages 25 to 27

The Undergraduate Division

The Full-Time Courses

Admission

REQUIREMENTS FOR ADMISSION

Applicants for admission to the undergraduate division of the day work of the School of Commerce, leading to a degree, must present credit of acceptable grade for two years of work in a college, professional or scientific school of approved standing, including one year of science, one year of College English and Economics A (General Principles of Economics). Students entering from the College of Liberal Arts of Northwestern University will be required to present in addition a foreign language through an A course. Students who lack any of these courses when entering the School of Commerce shall be required to secure credit for them before qualifying for the degree Bachelor of Science in Commerce. Persons are not admitted to the course in Business unless their college record gives evidence of capacity to undertake serious professional study.

For persons who desire to prepare for admission to the School of Commerce by pursuing work in the College of Liberal Arts of Northwestern University a two-year Pre-Commerce course has been arranged in this college.

The course includes those subjects prescribed for admission to the School of Commerce, and at the same time, those prescribed for a degree from the College of Liberal Arts. It carries the student equally well toward either degree.

THE OBJECT IN REQUIRING TWO YEARS OF COLLEGE STUDY IN PREPARATION FOR ENTRANCE TO THE DEGREE COURSE

Business demands today particularly men who are broadly trained, and not men narrowly drilled in routine. It needs managers; not rank and file. The business executive must possess a comprehensive and intimate grasp of the meaning of detail, but he must be able to look beyond and through the detail to the broader principles as they affect all business. Only in their "dollars and cents" aspects are these principles economic. This vital fact the Pre-Commerce

Course recognizes, meeting the need for broad foundations and reserving the time of the more mature and partially trained student for the intensive analysis required by the specialized commerce courses.

The general Pre-Commerce Course, when analyzed in the light of the broad purpose, is at once recognized as intensely practical. Much modern business is done by mail; advertising is an acknowledged marketing force; succinct and accurate reports are required by executives. So great, indeed, is the importance attached to the study of English that in the senior year a supplementary course in Business English has been required. Moreover, though the executive may turn to the engineer—coal, mechanical, electrical, chemical or mining—for professional advice, he can discriminate only when he has a knowledge of the basic principles which underlie those professions: the principles of Trigonometry, Physics, Chemistry and Geology. The study of political science, as of foreign language, is provided to recognize the wider interest in a foreign market due to the larger participation of the United States in world affairs. French is still the important international language. Economic History traces the development of the modern business machine, which Economics and Money and Banking study as in its present day organization. Because of the fact that the essential principles which distinguish Accounting from mere rule-of-thumb bookkeeping arise from an understanding of Economics, the study of Accounting is necessarily postponed to the specialized commerce course of the junior and senior years. Likewise Advertising, Selling and Personnel Management must await a knowledge of the basic principles of Psychology.

The Pre-Commerce Course, then, is designed to give the student something more than a broad cultural foundation, something more than mere preparation for undertaking the study of the professional business subjects. It represents an end in itself; the equipment of the student with a knowledge of the scientific essentials which affect the physical operations and the human relationships in business. This end achieved, there accrues, as a by-product, an understanding of those far reaching public relations which demand, from the business man, a liberal culture, and the finest qualities of mind and spirit.

Students who plan to take the Pre-Commerce Course in Northwestern University must have a transcript of their high school credits submitted by the high school principal to the Registrar of the College of Liberal Arts. A blank for the submission of these credits, together with information regarding entrance requirements, may be obtained upon request from the Registrar, College of Liberal Arts, Evanston, Illinois.

Requirements for the Degree

BACHELOR OF SCIENCE IN COMMERCE

The degree Bachelor of Science in Commerce is conferred on the recommendation of the faculty of the School of Commerce subject to the following provisions:

1. The candidate for the Bachelor's degree must have pursued studies in residence in the School of Commerce of Northwestern University for at least one academic year (30 semester-hours) and must have received the recommendation of the faculty for that degree.
2. One of the two-year programs of study of the School of Commerce must have been completed in addition to the two full years of college or professional school work required for entrance, sufficient to make a total credit of one hundred and twenty semester-hours. The Commerce curriculum must have included the prescribed courses and a problem course including a thesis.
3. Of the total credit presented for the degree not more than one-tenth of the work done under the faculty of the School of Commerce may be of grade D.
4. The candidate for the degree must have presented acceptable evidence of at least three months' satisfactory service in a well-organized business concern.

COMBINED LIBERAL ARTS AND COMMERCE COURSES

The College of Liberal Arts permits Juniors and Seniors registered in that college to elect approved courses in the School of Commerce not to exceed a total of thirty semester-hours under the following conditions:

A student who has completed two years in the College of Liberal Arts may register in the School of Commerce, and, upon the completion of his second year in the School of Commerce, may receive the degree Bachelor of Arts or Bachelor of Science from the College of Liberal Arts, provided he has met the college requirements for one of these degrees, including the requirements for a major and minor, or three minors, two of which are correlated.

A student who has completed three full years of work (90 semester-hours) in the College of Liberal Arts, including full entrance requirements, all the required courses for a degree and a major and a minor or three minors, two of which are correlated, may transfer his registration to the School of Commerce. Upon the completion of one year of work (30 semester-hours) in Commerce he may receive the degree of Bachelor of Arts or Bachelor of Science.

Registration

REGISTRATION IN THE COMMERCE COURSE

Commerce students are required to register in person at the office of the School of Commerce in Harris Hall on the Campus in Evanston. Upon registration they must file a transcript of their credits from the College of Liberal Arts of Northwestern University, or the institution from which such credits are presented.

Registration days are the first Monday, Tuesday and Wednesday of the first semester; and two specified days between semesters. A student not registered at the close of this period is subject to a fee of two dollars for late registration.

A tuition bill is given to the student upon registration. This must be presented for payment immediately at the Business Manager's Office, 518 Davis Street, Evanston.

LIMITED REGISTRATION

Registration in the full-time day classes of the School of Commerce for the year 1922-1923 is limited to three hundred students at any one time. Applications for admission shall be accompanied by a deposit of \$10.00, this deposit to be applied on the tuition account if the student is admitted to the School, but not to be refunded otherwise.

REGISTRATION IN THE PRE-COMMERCE COURSE

Every applicant for the Pre-Commerce Course is required to register in person at the office of the Registrar of the College of Liberal Arts, in University Hall, Evanston, and to report for assignment of subjects and general instruction to the adviser for Pre-Commerce students.

General Information

THE LIBRARY

The University Library in Evanston is open to officers of the University, and to students upon the payment of their regular semester bills. In addition to the University Library, there are available to the students of the School of Commerce the Commerce Library in the Northwestern University Building, Chicago; the Elbert H. Gary Library of Law, housed in the same building; the John Crerar Library, the Public Library of Chicago, and the Newberry Library. The John Crerar Library is very completely equipped with materials for use in business research.

FIELD WORK

In many of the courses a substantial amount of field work is provided, in addition to the classroom instruction. This consists of inspection trips through various manufacturing and merchandising establishments in and around Chicago, and investigative work conducted by the student in such plants on special subjects or assignments under faculty supervision. In some courses a student will be assigned to conduct such work in some one selected establishment, and in other courses the field work will include study and observations conducted at several plants. The purpose of this field work is to utilize the opportunities of Chicago in such a way as to provide the student with actual laboratory or clinical facilities for the scientific study of business, and to supplement the classroom instruction with concrete and illustrative material.

THE BUREAU OF BUSINESS RESEARCH

The Bureau of Business Research is an integral part of the School. It has for its purpose the conduct of investigation and research regarding business principles and the securing of data concerning business practice. The material thus secured is used for instructional purposes in the classroom, and so far as feasible is made available to all who are interested.

EMPLOYMENT FOR GRADUATES

Although the School of Commerce does not promise to secure positions for its graduates, it has organized a Bureau of Employment through which it makes a systematic effort to find positions for students who have made a good record in the School. It has proved of large value in aiding students to make satisfactory connection with business firms upon the completion of their study.

PRIZES AND HONORS

Graduation with Distinction — For general excellence, degrees "with distinction" and "with highest distinction" are conferred, and such phrase is recorded on the diploma and appears in the published list of graduates for the year.

To qualify for a degree "with distinction" the candidate must have ranked as a Senior in this School for the two semesters, or three terms, next preceding his graduation, and during these two semesters he must have secured at least twenty-four semester-hours of credit for work done in Commerce classes. The candidate must have obtained a high general average for the last two years of his course.

Degrees "with highest distinction" are conferred on a basis similar to that for degrees "with distinction," except that for the last two years the candidate must have reached a stated rank higher than that fixed for "distinction."

Scholarships—Five scholarships are awarded annually to select members of the Junior and Senior classes.

The awards are made by members of the Commerce faculty. Applications must be made in writing before August 1, and addressed to the Dean of the School of Commerce.

Beta Gamma Sigma Scholarship—To the Junior who is elected to membership in Beta Gamma Sigma, an honorary society, and who completes the best record for the Junior year, a scholarship is granted carrying free tuition during the Senior year, and the holder bears the title of Beta Gamma Sigma Scholar.

Deru Scholarship—The Deru Scholarship of fifty dollars, donated by the Deru Society, is awarded to a young man in the Junior year on the basis of scholarship and general efficiency. Pecuniary need is also taken into consideration.

Delta Sigma Pi Prize—A Gold Key, the gift of Delta Sigma Pi Fraternity, Beta Chapter, is awarded annually upon graduation to the Senior who, in judgment of the faculty, is ranked highest in scholarship, leadership and promise of future usefulness.

La Verne Noyes Scholarships—Under the will of Mr. La Verne Noyes of Chicago, the trustees of his estate award annually certain scholarships, covering tuition fees in whole or in part, to men who served in the Army or Navy of the United States during the Great war, 1917-18, or to their descendants, who are deserving and who may need this assistance. A limited number of these scholarships have been made available in Northwestern University.

The Gage Debate Prizes—Prizes aggregating one hundred dollars are given annually by the Honorable Lyman J. Gage for excellence in debate.

The recipients of these prizes are selected through a series of debates, held in the autumn of each year, to which students from all departments of the University are eligible. The winners of the Gage prizes become the representatives of the University in the annual contest of the Central Debating League.

The John B. Kirk Prize in Oratory—This prize of one hundred dollars was established in 1877 by Mr. John B. Kirk of Evanston, and is now the gift of Mrs. J. P. Williamson, of Havana, North Dakota. It is awarded each year for excellence in original oratory.

Any student of the University who satisfies the requirements as stated in the Undergraduate's Manual and who has not received a Bachelor's degree is entitled to compete.

The Sargent Prizes in Public Speaking—Two prizes of fifty and twenty-five dollars, respectively, endowed by Mr. George M. Sargent, of Evanston, are given for excellence in public speaking, at a contest held on the first Friday of November.

LOAN FUNDS AND SCHOLARSHIPS

The University receives annually a considerable sum of money to be lent to worthy students on the recommendation of a faculty committee. Satisfactory scholarship and promise of service are essential to securing such assistance. Loans cannot in general be made until the student has been in residence for at least a half-year.

RESIDENCES FOR MEN

Thirteen dormitories, of which nine are fraternity houses and four are so-called college houses, are now available for men students; all men are required to live in a dormitory unless for sufficient cause they are given formal permission to live elsewhere.

For description of the Buildings, see the Annual Catalog.

The charge to each student for a single, furnished room, including care and heat for the school year, is from \$115 to \$140, except for rooms having a private bath, or a bath reserved for a suite, for which the annual charge is from \$150 to \$200. A chart can be obtained from the Registrar showing the location of rooms, with cost.

Applications and all inquiries in regard to the dormitories should be sent to the Registrar of the College of Liberal Arts, University Hall, Evanston, Illinois.

RESIDENCES FOR WOMEN

Women students are under the immediate supervision of the Dean of Women. They are required to live in the halls established as women's residences or in the listed approved houses under private management, unless living in their own homes. Permission to live elsewhere is given in exceptional cases only and terminates at the end of the term (or semester) unless renewed. Wherever women students reside they are expected to conform to the general regulations governing absence from the house, visitors' hours, social engagements, and the like. A special house is reserved for Commerce and Journalism women.

Prices for room and board in these halls range from \$242 to \$324 a year, according to the location of the room, payable quarterly in advance. For information, inquiries should be sent to the Dean of Women, Evanston, Illinois.

COMMERCE CLUB

The Commerce Club is an organization composed of Commerce and Pre-Commerce students. This society meets every two weeks and is addressed by business men.

GRADES OF SCHOLARSHIP

At the end of each semester the standing of each student in each of his courses is reported by the instructor to the recorder and is entered of record. Standing is expressed, according to proficiency, in grades A, B, C, D, E, F.

Grade A denotes superior scholarship; grade B, good scholarship; grade C, fair scholarship; grade D, poor scholarship; grade E, a condition which may be removed by a second examination; grade F, a failure removable only by repetition of the subject in the class. Work of grades A, B and C is counted toward a degree. Work of grade D may also be counted toward a degree, but not more than one-tenth of the work done under the Commerce faculty offered to meet the requirements for graduation may be of this grade.

Students who secure a lower grade than D in any course will be permitted to continue their work for the degree only in very exceptional cases. In such cases, regulations for making up the work in which the deficiency occurs are the same as obtain in the College of Liberal Arts. If the number of a student's absences in the courses for which he is registered during a single semester amounts to twenty, his total credit for that semester is reduced by one hour, and for each additional fifteen absences a reduction of one hour of credit is made. If the number of absences in a single course exceeds three times the number of class exercises per week, registration in that course is cancelled.

Work reported "incomplete" at the end of any semester, and not made good by the beginning of the corresponding semester of the following year, can thereafter be given credit only by repetition in class.

The semester records of students are sent by the Recorder to the student's father or guardian.

Fees and Expenses

EVANSTON CLASSES

<i>Matriculation Fee</i> —Payable on the student's first admission to the University, not refundable or transferable.....	\$ 5.00
<i>Tuition</i> —Payable each semester, in advance:	
Regular full tuition and incidentals.....	120.00
Ordained ministers; wives, sons and daughters of ministers	72.00
Students pursuing a single study, i. e., work not exceeding six hours a week.....	72.00
Ordained ministers; wives, sons and daughters of ministers pursuing a single study.....	60.00
Registration in excess of seventeen hours, per hour.....	7.00
<i>Gymnasium Supplies</i> —Charged women students using the gymnasium, to cover the rental of a locker, the use of a regulation bathing suit, towels, laundry, etc.....	2.50
<i>Student Enterprises</i> —Charged all undergraduates, each semester, for general student activities. This fee secures to the student admission to all athletic games and oratorical contests under the control of faculty committees.....	3.00
<i>Late Registration</i> —For registration after the first Wednesday in the first semester and after the corresponding day in the second semester.....	2.00
<i>Changes in Registration</i> —For any change in registration...	1.00
<i>Deferred Tuition Payment</i> —For payment after the first ten days of the semester.....	2.00
<i>Special Examinations</i> —For each examination taken at a time other than that provided in the regular schedule.....	2.00
<i>Graduation Fee</i> —Charged persons taking any degree in the School of Commerce. Payable on the first day of May of the year of graduation.....	20.00
<i>Students Registered in Two Departments</i> —A student whose primary registration is in another department of the University pays the fees of that department and may register in the School of Commerce without additional fees for tuition for such courses as may be approved by both faculties concerned.	
<i>Bills for fees are made out at the Office of the School of Commerce in Harris Hall. Payment is made at the Business Manager's Office, 518 Davis Street, Evanston. Checks should be made payable to "Northwestern University," and all payments should be made in currency or in Chicago exchange.</i>	

REFUNDS

No fees for instruction or incidentals will be refunded except in cases of sickness. If on account of his serious illness a student withdraws before the middle of a semester, one-half of his tuition fee will be refunded, providing he secures from the Dean a statement of honorable standing, and from a physician a certificate that his health will not permit him to remain in attendance. Application for a refund must be made before the close of the semester for which the fee was paid.

The Part-Time Undergraduate Courses

In addition to the full-time day courses described on the preceding pages, the School of Commerce offers part-time late afternoon, evening and Saturday courses in the Northwestern University Building in Chicago. These courses are intended primarily for the benefit of those who are employed, and who are therefore unable to give their entire time during the day to college studies. Students may, by pursuing a regular program of these courses, secure either the Diploma in Commerce or the degree Bachelor of Science in Commerce, or they may elect, as special students, to take any of these courses separately.

Students in these courses who have fulfilled the requirements for entrance to the diploma or degree courses, and who have completed sixteen semester-hours of work (the equivalent of four year subjects), may register for Commerce subjects in Evanston with the permission of the Commerce Committee on Registration, subject to the regulations governing the admission of students to the particular courses concerned.

Admission

REQUIREMENTS FOR ADMISSION

Applicants for admission to the part-time afternoon and evening classes of the undergraduate division are classified in three general groups, with differing requirements, as stated below:

1. As candidates for the degree Bachelor of Science in Commerce.

Admission Requirement—Two years in a college, university, scientific, or professional school of approved standing.

2. As candidates for the Diploma in Commerce.

Admission Requirement—Fifteen units of credit from a high school or preparatory school of approved standing.

3. As special students.

Admission Requirement—Fifteen units of credit, as stated above, in the case of applicants under 21 years of age. Applicants over 21 may be admitted as special students, without having completed a high school curriculum, provided they have had satisfactory business experience.

Requirements for Degree and Diploma

REQUIREMENTS FOR THE DEGREE BACHELOR OF SCIENCE IN COMMERCE

In addition to meeting the entrance requirements, the candidate for this degree through the part-time courses offered in Chicago will be required to complete an amount of work equivalent to that required for this degree in full-time day work, stated on page 18. The period of time required to qualify for the degree through this part-time program will depend upon the amount of work the student may carry.

REQUIREMENTS FOR THE DIPLOMA IN COMMERCE

In addition to meeting the entrance requirements, the candidate for the Diploma must fulfill the requirements stated below:

1. At least one year of satisfactory business experience.
2. Twenty-four units of approved credit, of which not more than one-sixth may be of grade D (see Grades of Scholarship, page 23).
3. In the case of students presenting advanced credit from other institutions, at least eight units of work must be pursued under the direction of the faculty of the School of Commerce. No advanced credit toward the Diploma in Commerce will be allowed except for courses equivalent to those offered in the School of Commerce.
4. Required subjects: Two units in each of the following: Accounting I, Business Law, Economics and Finance. In addition, English II is required unless the student gives evidence by examination of satisfactory proficiency in English. Of the twenty-four units, not more than six can be in other than business subjects.
5. The Diploma in Commerce is awarded only to students whose major registration is in the afternoon and evening classes in Chicago.

Fees and Expenses

CHICAGO CLASSES

<i>Registration Fee</i> —Payable once each year, not refundable or transferable	\$ 5.00
<i>Tuition</i> —Payable each semester, in advance:	
5 2-hour semester subjects.....	55.00
4 2-hour semester subjects.....	50.00
3 2-hour semester subjects.....	45.00
2 2-hour semester subjects.....	37.50
1 2-hour semester subject.....	25.00
1 4-hour semester subject.....	50.00
{ 1 additional 2-hour semester subject.....\$12.50 }	
{ 2 additional 2-hour semester subjects..... 20.00 }	
{ 3 additional 2-hour semester subjects..... 25.00 }	
2 4-hour semester subjects.....	75.00
<i>Late Registration Fee</i> (consult Calendar of current semester for registration dates).....	2.00
<i>Delinquent Tuition Fee</i> —For payment after close of second week of the semester.....	2.00
<i>Change of Subject Fee</i> —For change of subject or class section after first week of the semester.....	2.00
<i>Lecture Note Fees</i> —Charged in certain courses where the text is in the form of mimeographed lectures. Fee, depending upon the course, varies from.....	\$1.00 to 3.00
<i>Special Examination Fee</i> —Charged for each examination taken at a time other than that provided in the regular schedule	2.00
<i>Graduation Fee</i> —Paid in the year of graduation by all candidates for Diploma or Degree.....	20.00

Hours for Consultation and Registration

The office of the School of Commerce, in Room 425, Northwestern University Building, at the corner of Lake and Dearborn Streets, Chicago, is open from 9 a. m. to 5 p. m.; during the school year, 9 a. m. to 9:30 p. m., daily; Saturdays, from 9 to 5.

More detailed information and description of courses offered in the part-time Chicago classes are contained in a special bulletin which will be supplied on request.

Address all correspondence to The Secretary, NORTHWESTERN UNIVERSITY SCHOOL OF COMMERCE, Lake and Dearborn Streets, Chicago.

The Graduate Division

The Graduate Division

Requirements for Admission

All applicants for admission to the School of Commerce, who have received a professional or a bachelor's degree from a college, scientific or professional school of recognized standing, are required to register with the Graduate Division of the School of Commerce. Those who wish to become candidates for an advanced degree in this School must present proper certificates of qualification. The period of time required to obtain such a degree will be determined after consideration of the candidate's individual qualifications.

Registration

Registration with the Graduate Division, whether or not the applicant is a candidate for a degree, must be made not later than the dates indicated in the respective calendars for Evanston and Chicago classes, page 4. The applicant is required to file an official copy of his college record and to furnish a statement of the courses of study to be pursued which must be approved by the Director of the Graduate Division.

Students who expect to carry the major portion of their work in the Evanston classes will file their applications at the Evanston office of the School of Commerce, Room 316, Harris Hall; those who expect to carry the major portion of their work in the Chicago classes will file their applications in the office of the Graduate Division of the School of Commerce, Northwestern University Building, 31 West Lake Street, Chicago.

Requirements for Degrees

The degree Master of Business Administration will be conferred under the following conditions:

I. TIME AND RESIDENCE REQUIREMENTS

For candidates who have received a Bachelor's degree and who have taken the equivalent of a major in economics or commerce in this University or any other college, scientific or professional school of approved standing, the usual standard requirement for the degree Master of Business Administration is one year of full-time residence work, consisting of twenty-six semester-hours, in day classes.

Students who have received a Bachelor's degree in Liberal Arts, either from Northwestern University or from a college or university

of approved standing, but who have not the equivalent of a major in economics or commerce, will ordinarily be required to spend two years in full-time residence study, in day classes, in order to obtain the degree.

Students pursuing all of their work in evening and Saturday classes in Chicago will be required to complete an amount of work in such classes which shall be equivalent to the requirements for the degree in day work. The period of time required to qualify for the degree through a part-time program in these classes will depend upon the amount of work which the student carries.

A student in the School of Commerce who, during his undergraduate course, has completed more than the required one hundred and twenty hours for his Bachelor's degree, may receive credit for such excess toward a Master's degree upon the approval of the Director of the Graduate Division, but in no case will the degree Master of Business Administration be conferred in less than one year after the conferring of the Bachelor's degree.

Students who prefer to take only a minor in commerce subjects can complete the requirements for the Master's degree or the Doctor of Philosophy degree in the Graduate School of the University.

2. COURSE REQUIREMENTS AND THESIS

The candidate must have completed in residence work credits amounting to twenty semester-hours in approved courses, and in addition a thesis to fulfill the total requirement of twenty-six semester-hours. At least one-half of the credits presented toward fulfilling this requirement shall be from courses as advanced as those of the "C" group. Purely elementary courses may not be presented. No group of courses below the "B" group of courses will be accepted. The instructor in any course at his discretion may require work additional to regular class work in the courses taken for graduate credit. Work presented for credit toward the Master's degree must be of grade "B" or better.

The candidate must present a thesis on an approved subject in the field of his study. In connection with his thesis, some original investigative work is required in the business upon which the candidate is writing. The subject of this thesis must be filed with the Director of the Graduate Division not later than the first of December, on a form furnished by the Office, and the completed thesis must be filed not later than the twelfth of May. It must be printed or typewritten in prescribed form and two additional copies must be furnished the School of Commerce Library.

Through the Bureau of Business Research an opportunity is supplied to graduate students to take an active part in research work and closely to connect the same with the thesis which is required of each student. This opportunity extends both to the collection and interpretation of material and furnishes students the privilege, under certain circumstances, of establishing close contact with Chicago business houses.

3. APPLICATION AND EXAMINATION

Formal application for the degree must be made before November first of the academic year in which the degree is granted.

The final oral examination of candidates for the degree takes place at the University at an appointed date within the last two weeks of May. The examination shall be conducted by a committee of the faculty of the School of Commerce of not less than five members.

The degree, Master of Business Administration, is not awarded merely as result of pursuing a specified number of courses. Students are expected to meet the requirements imposed with the professional spirit and measure of precision demanded in well-regulated business houses. As the course progresses, they should acquire ability to analyze business situations and to apply fundamental principles to the solution of practical business problems. If after a reasonable time a student's work does not give promise of effectiveness in the business field, he is discouraged from continuing the course.

4. DOCTOR OF PHILOSOPHY

The degree Doctor of Philosophy is awarded through the Graduate School of Northwestern University. A candidate for this degree may present a major in economics, and a minor, or minors, in an allied field of study. Many of the courses described in this bulletin may be accepted by the Board of Graduate Studies towards the completion, either of the major or minor requirement. For full details regarding the requirements for this degree see the bulletin of the Graduate School.

General Information

General information concerning registration, tuition, fees and other matters pertaining to the full-time under-graduate day work, on the Evanston Campus, is given on page 19. This information also applies to graduate work, when carried on a full-time basis.

Similar information concerning part-time under-graduate work, in the Chicago building, is given on page 27. This statement also applies to graduate work, when carried on a part-time basis.

FELLOWSHIPS

For the year 1922-1923, five graduate fellowships have been provided for students carrying a full program. These fellowships carry \$500 each, and free tuition, and are to be awarded to graduates of recognized colleges or universities. Applications should be addressed to the Director of the Graduate Division, Northwestern University School of Commerce, Lake and Dearborn Streets, Chicago.

Programs of Study
and
Description of Courses

Programs of Study

For students who have completed a Pre-Commerce Course in Northwestern University, or who transfer to Northwestern University upon the completion of two years of work in another institution, the following programs offer typical courses which lead to the degree Bachelor of Science in Commerce, and which also prepare the student for certain fields of business activity.

Every candidate for the degree Bachelor of Science in Commerce (in June, 1922) is required to carry satisfactorily in his Senior year one of the following problem courses: Accounting III, Problems in Finance, Stock Exchange, Business Barometers, Problems in Organization, Industrial Relations, Value and Distribution, Advanced Marketing, General Seminar.

GENERAL BUSINESS

JUNIOR YEAR

Required

First Semester

Business Organization I.....	3
Introductory Accounting	3
Marketing	3
Business Law I and II (Contracts)	3

Second Semester

Business Organization II.....	3
Accounting I.....	4
Sales Administration	3
Corporation Finance	3

Electives

Combination and Competition....	3	Public Finance	3
Advanced Principles of Economics	3	Business Law IV (Property)....	3
Transportation	3	Political Science or History.....	3

SENIOR YEAR

Required

First Semester

Business English	2
Statistics, or Accounting II.....	4 or 5
Factory Management	3
Principles of Advertising.....	3

Second Semester

Business and Government.....	3
Advanced Principles of Economics	3
Advertising Campaigns	3

Electives

Investments	3	Stock Exchange	3
Bank Practice	3	Bank Administration	3
Problem Courses (Marketing, Finance, Industrial Relations, Business Organization, Factory Administration, Banking).....	3 to 5	Office Management	2
Psychology in Business Relations.	3	Value and Distribution.....	3
Political Science or History.....	3	Personnel Administration	3
Business Cycles	3	Political Science or History.....	3
Trade Unionism	3	Labor Legislation	3
		Purchasing	2

ACCOUNTING

JUNIOR YEAR

*Required**First Semester*

Introductory Accounting	3
Business Organization I.....	3
Marketing	3
Business Law I and II (Contracts) 3	

Second Semester

Accounting I.....	4
Business Organization II.....	3
Corporation Finance	3
Advanced Principles of Economics 3	

Electives

Combination and Competition...	3	Public Finance	3
Advanced Principles of Economics 3		Business Law IV (Property)....	3
Mathematics of Investment.....	3	Office Management	2
Transportation	3	Sales Administration	3
		Mathematics of Insurance.....	3

SENIOR YEAR

*Required**First Semester*

Accounting II.....	5
Statistics	4
Business Law III (Corporation). 3	

Second Semester

Accounting III.....	5
Introductory Cost Accounting....	2
Business English	2
Business Law IV (Property)....	3
Business and Government.....	3

Electives

Investments	3	Stock Exchange	3
Bank Practice	3	Business Barometers	4
Factory Management	3	Bank Administration	3
Taxation	3	Employment Management	3
Business Cycles	3		
Business English	2		

BANKING AND FINANCE

JUNIOR YEAR

*Required**First Semester*

Business Organization I.....	3
Introductory Accounting	3
Marketing	3
Business Law I and II (Contracts) 3	

Second Semester

Business Organization II.....	3
Accounting I.....	4
Corporation Finance	3
Money and Banking.....	3

Electives

Combination and Competition...	3	Public Finance	3
Mathematics of Investment.....	3	Mathematics of Insurance.....	3
Advanced Principles of Economics 3		Business Law IV (Property)....	3
		International Trade Principles...	3
		Sales Administration	3

SENIOR YEAR

*Required**First Semester*

Bank Practice, or Problems of Finance	3
Investments	3
Statistics	4
Business English	2

Second Semester

Bank Administration	3
Stock Exchange	3
Business and Government.....	3
Business Law IV (Property).....	3

Electives

Business Law III (Corporation) ..	3	Accounting III.....	5
Business Cycles	3	Office Management	2
Accounting II.....	5	Business Barometers	4
		Credits and Collections.....	2

MERCHANDISING, SALES MANAGEMENT AND ADVERTISING

JUNIOR YEAR

*Required**First Semester*

Marketing	3
Business Organization I.....	3
Introductory Accounting	3
Business Law I and II (Contracts)	3

Second Semester

Sales Administration	3
Business Organization II.....	3
Accounting I.....	4
Corporation Finance	3

Electives

Principles of Advertising.....	3	Advertising Campaigns	3
Combination and Competition....	3	Business Law IV (Property).....	3
Advanced Principles of Economics	3	Psychology in Business Relations.	3
Transportation	3	Advanced English	3
Advanced English	3	Rate Structure	3

SENIOR YEAR

*Required**First Semester*

Copy Writing	3
Merchandising	2
Statistics	4
Advanced Marketing	3

Second Semester

Copy Writing	3
Business and Government.....	3
Business English	2
Advanced Marketing	3
Purchasing	2

Electives

Copy Writing	3	Copy Writing	3
Advanced Economics	3	Credits and Collections.....	2
Investments	3	Retail Store Management.....	2
Law III (Corporation).....	3	Value and Distribution.....	3
International Trade Practice.....	3		

FOREIGN TRADE

JUNIOR YEAR

*Required**First Semester*

Marketing	3
Business Organization I.....	3
Introductory Accounting	3
Business Law I (Contracts).....	3

Second Semester

Sales Administration	3
Business Organization II.....	3
Accounting I.....	4
Corporation Finance	3

Electives

International Trade Practice.....	3	International Trade Principles...	3
Foreign Language	3	Foreign Language	3
International Law	3	World Politics	2
Combination and Competition....	3	Business Law IV (Property)....	3
Transportation	3	Psychology in Business Relations.	3

SENIOR YEAR

*Required**First Semester*

International Trade Practice.....	3
Advanced Marketing	3
Statistics or Accounting II... 4 or 5	
Merchandising	2

Second Semester

International Trade Principles...	3
Advanced Marketing	3
Business and Government.....	3
Business English	2

Electives

Oriental Trade	2	European Trade	2
Resources and Trade.....	2	World Commerce	2
Foreign Language	3	Foreign Language	3
World Politics	2	Asiatic Politics	2
Principles of Advertising.....	3	Advertising Campaigns	3
Business Law III (Corporation). 3		Credits and Collections.....	2
Advanced Principles of Economics 3		Advanced Principles of Economics 3	
Latin America	2	Latin America	2

MANUFACTURING AND PRODUCTION

JUNIOR YEAR

*Required**First Semester*

Business Organization I.....	3
Introductory Accounting	3
Marketing	3
Business Law I and II (Contracts) 3	

Second Semester

Business Organization II.....	3
Accounting I.....	4
Corporation Finance	3
Labor Legislation	3

Electives

Transportation	3	Business Law IV (Property).....	3
Advanced Principles of Economics	3	Sales Administration	3
Social Economy	3	Sociology	3

SENIOR YEAR

*Required**First Semester*

Trade Unionism	3
Factory Management	3
Statistics	4
Introductory Cost Accounting....	2
Business English	2

Second Semester

Problems in Factory Management.	3
Employment Management	3
Factory Cost Accounting.....	2
Business and Government.....	3
Industrial Relations	3

Electives

Problems in Organization.....	3	Office Management	2
Advanced Principles of Economics	3	Values and Distribution.....	3
Business Law III (Corporation)..	3	Business Barometers	4
		Business Law IV (Property).....	3
		Personnel Administration	3

EMPLOYMENT MANAGEMENT

JUNIOR YEAR

*Required**First Semester*

Business Organization I.....	3
Introductory Accounting	3
Marketing	3
Business Law I and II (Contracts)	3

Second Semester

Business Organization II.....	3
Accounting I.....	4
Corporation Finance	3
Labor Legislation	3

Electives

Transportation	3	Business Law IV (Property).....	3
Advanced Principles of Economics	3	Sociology	3
Social Economy	3	Sales Administration	3

SENIOR YEAR

*Required**First Semester*

Trade Unionism	3
Factory Management	3
Statistics	4
Personnel Administration	3

Second Semester

Business English	2
Employment Management	3
Business and Government.....	3
Industrial Relations	3

Electives

Problems in Organization.....	3	Value and Distribution.....	3
Advanced Principles of Economics	3	Business Barometers	4
Business Law III (Corporation)..	3	Business Law IV (Property).....	3

SECRETARIAL

JUNIOR YEAR

*Required**First Semester*

Business Law I and II (Contracts) 3
Business Organization I..... 3
Introductory Accounting 3
Marketing 3

Second Semester

Business Organization II..... 3
Sales Administration 3
Accounting I..... 4
Corporation Finance 3

Electives

Advanced Principles of Economics 3	Employment Management 3
Political Science 3	International Trade 3
Transportation 3	Business Law V (Property)..... 3
Combination and Competition... 3	Public Finance 3

†Summer Term—Between Junior and Senior Year
Stenography and Typewriting

SENIOR YEAR

*Required**First Semester*

Statistics or Accounting II..... 4 or 5
Business English 2

Second Semester

Value and Distribution..... 3
Business and Government..... 3

Electives

Personnel Administration 3	Business Barometers 3
Principles of Advertising..... 3	Advertising Campaigns 3
Political Science 3	Political Science 3
Advanced Marketing 3	Office Management 2
Taxation 3	Advanced Marketing 3
Bank Practice 3	Bank Administration 3
Stock Exchange 3	
Business Law III (Corporation).. 3	

COMMERCIAL TEACHING

JUNIOR YEAR

*Required**First Semester*

Business Organization I..... 3
Principles of Education..... 3
Introductory Accounting 3
Corporation Finance 3
Business Law I and II..... 3

Second Semester

Business Organization II..... 3
History of Education..... 3
Accounting I..... 4
Investments 3

†In the summer between the Junior and Senior years, the student will be required to carry a course in typewriting and stenography in an approved school. The credit in this course will be accepted in lieu of the requirement of three months of practical business experience as described on page 18.

Electives

Marketing	3	Selling Policies	3
Advanced Principles of Economics	3	Financial and Economic History..	3
Educational Psychology	3	International Trade	3

SENIOR YEAR

*Required**First Semester*

Seminar	3
School Administration	3
Statistics	4
Business Law III.....	3

Second Semester

Seminar	3
Educational Psychology	3
Value and Distribution.....	3
Business English	2
Office Management	2
Business and Government.....	3

Electives

Stock Exchange	3	Taxation	3
Problems in Teaching.....	3	Public Finance	3
Principles of Advertising.....	2	Advertising Practice	2
Accounting II.....	5	Cost Accounting	2
Bank Practice	3	Bank Administration	3
Political Science	3	Political Science	3
		Business Law IV.....	3

JOURNALISM

JUNIOR YEAR

First Semester

Reporting and News Writing....	3
Advanced Composition	4
The Community Newspaper, or...	3
Journalistic Writing.....	2
Economics, History or Political Science	3
Elective	2

Second Semester

Advanced Reporting	3
Advanced Composition	4
Art of Typography.....	2
Law of the Press, or.....	2
Teaching of Journalism.....	2
Elective	3

SENIOR YEAR

First Semester

News Editing	3
Editorial Writing and Policy....	4
Writing for Business, or.....	2
Problems in Newspaper Policy...	2
Economics, History or Political Science	3
Elective	3

Second Semester

Advanced News Editing.....	3
Feature and Magazine Writing..	3
Problems in Industrial Publish- ing or	2
Tendencies in American Journal- ism	2
Newspaper Management	2
Elective	5

Description of Courses

A number of the courses included in the Commerce program are offered by other departments of the University. No description of these courses is given here, but reference is made to the description under the department offering the course.

In the following descriptions, class hours are omitted. Definite announcement of hours is made in the Coursebook, issued each semester prior to the opening of registration.

Accounting

PROFESSOR ANDERSEN, PROFESSOR HIMMELBLAU, PROFESSOR FINNEY,
PROFESSOR KOHLER, PROFESSOR PELTON, PROFESSOR TINEN,
MR. BLISS, MR. GILBY, MR. HALL, MR. LARSON, MR.
KNIGHT, MR. GRAWOLS, MR. STRITTAR, MR. BYLAND,
MR. JOHNSON, MR. WHITWORTH, MR. PRITZKER,
MR. THOM, MR. GREER, MR. PETTENGILL

Introductory Accounting—Principles of journalizing; distinction between debits and credits; principles of single and double entry; keeping of ledger accounts and purpose thereof; loss and gain accounts and methods of determining losses and gains; abstracting trial balance and uses to which trial balances are put; preparation of simple financial statements. Prerequisite for Accounting I. Given in both Evanston and Chicago. *Credit, two or three semester-hours.* Professor Finney, Professor Tinen, Mr. Byland, Mr. Grawols, Mr. Johnson, Mr. Larson, Mr. Strittar, Mr. Pritzker, Mr. Thom, Mr. Greer.

Accounting I—Principles—An introduction to the study of Accounting, dealing primarily with the fundamental principles. Exercises in bookkeeping practice sets are correlated with a study of the fundamentals underlying the preparation of balance sheets and profit and loss statements of individuals, partnerships and corporations, with emphasis on the structure and significance of the accounts making up these statements. Prerequisite for Accounting II. Given in both Evanston and Chicago. Open to students who have completed Introductory Accounting. *Credit, four semester-hours.* Professor Tinen, Mr. Byland, Mr. Grawols, Mr. Hall, Mr. Larson, Mr. Johnson, Mr. Strittar, Mr. Greer, Mr. Pettengill.

Accounting II—Intermediate—A continuation of Accounting I designed to train the student in analyzing business facts by account-

ing methods. Statement of affairs; realization and liquidation accounts; executorship and trustee accounts; statement of application of funds; formation of corporations; capital and revenue expenditures; branch and agency accounting; proration of overhead costs. The balance sheet audit; the relation of the accountant, as auditor, to business; a study of specimen audits; preparation of reports by students. Given in both Evanston and Chicago. Open to students who have completed Accounting I. *Credit, four semester-hours.* Professor Finney, Professor Pelton, Professor Tinen, Mr. Gilby, Mr. Hall, Mr. Whitworth, Mr. Grawols.

Accounting III—Advanced—Continuation of Accounting II, primarily for those expecting to enter the accounting profession. Students completing Accounting III and the C. P. A. Review course should be prepared to take the state Certified Public Accountant examination. Special points in connection with the audit of municipalities, institutions, banks, investment and insurance companies, land companies, publishers, mines, public utilities, contractors, etc. Investigations for special purposes; systems; income tax; consolidated balance sheets and income statements. Given in Chicago. Open to students who have completed Accounting II. *Credit, four semester-hours.* Professor Finney, Professor Kohler, Mr. Hall, Mr. Knight.

Introductory Cost Accounting—This course or its equivalent is required of all students before electing Factory Cost Accounting. Emphasis will be placed on the bookkeeping of cost accounting and on acquiring familiarity with the more common cost forms and their uses. Open to students who have completed the first semester of Accounting I or its equivalent. Given in Chicago. *Credit, two semester-hours.* Professor Pelton.

C. P. A. Review—Thorough practice work in classroom to prepare candidates for Certified Public Accountant examinations. The object is to train students to apply accounting principles and to work in classroom under substantially the same conditions as in examination room. Practical accounting problems; auditing and theory of accounts; analysis and discussion. The last hour is devoted to an open discussion of the solutions to problems assigned. Instruction is largely individual. Given in Chicago. *Credit, six semester-hours.* Professor Finney.

Factory Cost Accounting—Accounting incident to the purchase, receipt and issue of raw and finished materials, payrolls, and factory expenses, and the scientific distribution thereof; issuance of shop orders; perpetual inventories; productive and non-productive labor;

recording and paying of wages; piece work, profit-sharing and premium or bonus systems; factory overhead expenses; rent and interest in costs; system of repair, renewal and construction orders and the allocation of selling, distributing and administrative expenses; the use and value of graphic charts in the final assembly of data and statistics. Open to students who have completed Introductory Cost Accounting or its equivalent. Registration on permission of instructor. Given in Chicago. *Credit, four semester-hours.* Professor Himmelblau.

Federal Taxes—A problem course in federal taxation dealing with the theory and practice under the 1921 Revenue Act applicable to income and excess profits tax returns. Particular emphasis will be laid on treasury decisions and the regulations now in force. The student will be required to solve illustrative problems illustrating the nature and computation of income, invested capital and tax payable. Open to students who have completed Accounting II. Given in Chicago. *Credit, four semester-hours.* Professor Kohler.

Accounting Records, Their Organization and Interpretation—An advanced course having as its basis the outlook of the comptroller and public accountant on the construction, control and interpretation of the accounts of an enterprise. Devising an accounting system; a study of the operations, organization and information desired. May be elected by students who have completed Accounting III, and, with the permission of the instructor, by students who have completed Accounting II. *Credit, four semester-hours.* Mr. Bliss.

Accounting Seminar—This course may be elected by students preparing theses for the Master's degree. Permission of the instructor is required before electing this course. *Credit to be arranged.* Professor Kohler.

DEGREE OF CERTIFIED PUBLIC ACCOUNTANT

By act of the Illinois General Assembly passed May 15, 1903, provision is made for the examination for the degree of Certified Public Accountant which is conferred by the State. Copies of the law and regulations governing the examination may be obtained by addressing Committee on Accountancy, Urbana, Illinois.

Banking and Finance

PROFESSOR LAGERQUIST, PROFESSOR MOULTON, PROFESSOR R. J. RAY,
MR. MC ADOW, MR. THOMPSON

Money and Banking (Economics B1)—One-third of the course is devoted to the principles and history of money, covering the theory of the value of money, monetary standards, the problem of price control, and the monetary system of the United States, including our most important past problems and their solutions. The remainder of the course will treat of the principles and functions of banking and of bank credit; it will include analysis of the bank statement, deposits versus bank notes, the bank loan, domestic and foreign exchange, bank expansion and contraction, the reserve problem, history of banking in the United States, with particular emphasis on the Federal Reserve System. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, four semester-hours.* Professor Lagerquist, Professor R. J. Ray.

Corporation Finance (Economics B3)—Corporate organization in modern business; the salient points in its legal organization; classification of the instruments of finance; promotion, underwriting, capitalization, earnings, expenses, surplus, manipulation, insolvency, receivership, reorganization, and regulation. Open to students who have completed the elements of Economics. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Lagerquist.

Investments (Economics C10)—Markets and their influence on the price of securities. Elements of sound investments and methods of computing net earnings, amortization, rights, and convertibles. Government, municipal, railroad, steamship, street railway, gas, electric, water power, real estate, timber, and irrigation securities as investments. Open to students who have completed Economics B1. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Lagerquist.

Stock Exchange Organization and Money Markets (Economics C16)—A study is made of the technical stock exchange organizations, their methods, operation, influences on the security market and their public relationship. An extensive analysis is made of the financial market, the factors controlling these markets, both domestic and international, the method of analysis used in practice with special relation to security prices. Open to students who have completed the course in Investments or Advanced Banking. Given in Evanston.

Credit, three semester-hours. Given in Chicago. *Credit, two semester-hours.* Professor Lagerquist.

Bank Practice and Policy (Economics C18)—Commercial banking practice will be studied with particular reference to the modifications introduced under the Federal Reserve System, which will be intensively analyzed. Bank credits and credit analysis; collections and clearings; money markets and rates, and bank investments. Problems of bank management. International banking; foreign exchange; gold, commodity and security movements between countries; foreign trade financing. Given in both Evanston and Chicago. *Credit, two semester-hours.* Professor Moulton, Mr. Thompson.

Special Problems in Corporation Finance and Investment Securities (Economics D3)—A critical study is made of selected problems, such as working capital, valuation, surplus, reorganizations, special investment security problems, etc. Each student is required to undertake an individual investigation. Given in both Evanston and Chicago. *Credit, three to six semester-hours.* Professor Lagerquist.

Credits and Collections (Commerce B1)—This course deals with the problems of the credit man and the credit department; the organization of the credit department, methods, operation, basis of credit, use of credit instruments, classes of credit, analysis of financial statements, relation of credit and sales departments, and legal rights of the debtor and creditor. Given in Chicago. *Credit, two semester-hours.* Mr. McAdow.

Business Law

PROFESSOR BAYS AND MR. TEEVAN

Business Law I—General elementary law; contracts; agency. Business Law I is fundamental and should be taken as a basis of the student's further law work. Given in Evanston, with Business Law II. *Credit, four semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Bays, Mr. Teevan.

Business Law II—Sales of personal property; debtor, creditor, and bankruptcy; negotiable paper. Given in Evanston, see Business Law I, and in Chicago. *Credit, two semester-hours.* Professor Bays.

Business Law III—Corporations; partnerships. Given in both Evanston and Chicago. *Credit, two semester-hours.* Mr. Teevan.

Business Law IV (Formerly known as Business Law V)—Law of real and personal property, insurance. Given in both Evanston and Chicago. *Credit, two semester-hours.* Mr. Teevan.

**Business Law V*—Trade-marks and unfair competition; suretyship, banks and banking. Given in Chicago. *Credit, two semester-hours.* Professor Bays.

Marketing, Sales and Advertising

PROFESSOR CLARK, PROFESSOR HAAS, PROFESSOR BARNES, MR. PICKEN,
MR. STOCKDALE, MR. CULP, MR. DINSMORE

Advertising (Commerce B2)—A study of advertising in all its phases; training of advertising men. Based on reading and practical investigations of recent advertising campaigns. Covers national display advertising, retail and department store advertising, poster advertising, specialty advertising, electric signs and other advertising methods. Students are required to submit original work. Particular attention is given to the psychological principles underlying successful advertising, and also to the wider economic and social aspects of advertising. Given in both Evanston and Chicago. *Credit, two semester-hours.* Mr. Picken.

Sales Correspondence (Commerce B3)—An advanced course in sales correspondence methods, based on reading and on the results of practical work in the field. Particular attention is given to results of sales literature as used by leading firms, and to the principles of sales correspondence emphasizing the psychological background of successful correspondence. The work includes problems in correspondence; the writing of letters and circulars; analysis of the writer's work. Given in Chicago. *Credit, two semester-hours.* Professor Barnes.

Resources and Trade (Commerce B4)—A study of resources and the production of, and trade in, commodities as influenced by environmental conditions; emphasis is laid on natural resources, agricultural, forest and mineral, and the industry or product arising from the resource. In each group the more important products will be singled out for detailed study of their occurrence, production and exchange. A study is made of other nations, both as consumers and as producers, but the resources and trade of the United States are studied more in detail and are made the basis of comparisons. Given in Chicago. *Credit, two semester-hours.* Professor Haas.

Retail Store Management (Commerce B10)—A discussion of present-day retailing. The fundamental plans and policies which lie behind successful retail merchandising. An analysis and comparison of the costs of doing business in retail establishments, and a consideration of the factors which influence costs. Stock turnover, its influence on cost, prices and profits. Profit-figuring and margins. Re-

*Not given in 1922-1923.

tail charting. Buying and control of purchases. Stock arrangement, window display. Advertising, as applied to the specific problems of the retailer. Personal selling. The education and training of the sales force. Given in Chicago. *Credit, two semester-hours.* Mr. Stockdale.

Marketing and Distribution (Commerce B12)—This is a fundamental course in the principles, methods and problems of marketing. It is intended as a basic course for students interested in salesmanship, sales management, sales correspondence, advertising and kindred subjects. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Clark.

Purchasing (Commerce B13)—This course is devoted to a study of the functions, rights and duties of the purchasing agent in modern industry. The economic background of price changes, sources of information, the qualifications of the buyer, the ethics of the profession, purchase routine, catalogs, relation of purchasing agent to other department heads, drawing specifications, testing material, stores, railroad stores problems, the purchase of office supplies, lumber, paper creamery supplies, automobile tires, textiles, advertising space, copper, mine machinery and equipment, coal, steel, foundry supplies, salvage problems, coöperative buying and the pooling of purchasing power, the problems of the general purchasing agent. Each topic is illustrated by practical problems taken from actual experiences. Open to all students. Given in Chicago. *Credit, two semester-hours.* Mr. Dinsmore.

Selling Policies (Commerce C1)—This course will deal with the problems of sales management, selling methods and the elements of sales campaigns. Among topics considered are personal salesmanship, building a sales organization, the duties of a sales manager, the training and selecting of salesmen, devising selling methods, planning of sales campaigns, etc. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Clark.

Advertising Campaigns (Commerce C4)—An advanced course in advertising, designed to give students practical work in analyzing products, planning advertising campaigns, and writing copy. Each student will be expected to work out a complete campaign on some product chosen in consultation with the instructor. Plans and copy will then be presented by the student before the class for review and criticism. This course is intended only for students experienced in advertising or for those who have satisfactorily completed other pre-

liminary courses offered. The number of students in this course will be limited, and admission is contingent on an interview with the instructor. Given in both Evanston and Chicago. *Credit, two semester-hours.* Mr. Picken.

Merchandising (Commerce C10)—A study of Merchandising methods and principles, including a discussion of the terms and phraseology in general use; the various methods of computing Gross Profit, Net Profit and Turnover; resumé of buying and stockkeeping records (perpetual inventory, call or tally, and periodical stock-counting systems). Addresses by a purchasing agent in the manufacturing line, and by a retail and wholesale merchandise manager. Given in Chicago. *Credit, two semester-hours.* Mr. Culp.

Advanced Problems in Marketing and Selling (Commerce D4)—This is a problem course intended for advanced students who wish to do more intensive work than is possible in the courses in Marketing and Selling Policies. Given in Evanston. *Credit, six semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Clark.

Foreign Trade and Foreign Relations

PROFESSOR COX, PROFESSOR HAAS, PROFESSOR R. J. RAY

World Commerce (Commerce B5)—A study of foreign trade as a factor in national development; the basis of international trade with a study of factors affecting the volume, the character, and the direction of trade; the great trade routes on land and sea, and the leading commercial nations of today; commercial rivalries, and the part of the United States as a commercial nation of the future. Given in Chicago. *Credit, two semester-hours.* Professor Haas.

International Trade Practice (Commerce B11)—Analysis and classification of the commodities and markets in the present-day foreign trade of this country. Methods of exporting and importing raw materials and foodstuffs. Public and private aid to foreign traders. Foreign market analysis. Commission houses; export merchants. Importation of manufactured goods. Foreign agencies; export departments; branch offices; salesmen, correspondence, and advertising in foreign trade. Documentation; transportation; rates; marine insurance. Credits; financing; foreign exchange; foreign services and investments; the balance of trade. Given in Evanston. *Credit, three semester-hours.* Professor R. J. Ray.

International Trade Theory and Policies (Economics B11)—The purpose of this course is to present fully the theory of international trade and, on the basis of this reasoning, to analyze the international trade policies of the United States and of other nations. Some of these policies are criticized and advisable modifications are suggested. Given in Evanston. *Credit, three semester-hours.* Professor R. J. Ray.

Latin America (Commerce C2)—The development of Latin America, including a review of the Spanish and Portuguese background, the colonial systems of Spain and Portugal, the wars of independence, and the subsequent development of Mexico and the countries of Central and South America, emphasizing their social and economic foundations. Latin America and the United States, including the origin and development of the Pan-American relations, with emphasis upon the attitude of the United States and her social and economic, as well as political, relations with her neighbors to the southward. Given in Chicago. *Credit, four semester-hours.* Professor Cox.

Oriental Trade (Commerce C3)—Present-day trade with Japan, the Philippines, China, Siberia, India, and other oriental countries. Australasia is included. Each country is studied from the viewpoint of an explanation for its important exports and imports and the share of the United States. Each market is analyzed for potential trade possibilities. This involves a study of the general economic conditions. Trading methods and problems are carefully considered. Reports and special problems are assigned. Open to students who have completed the course in International Trade Practice. Given in Chicago. *Credit, two semester-hours.* Professor R. J. Ray.

European Trade (Commerce D3)—Present-day trade with Europe and with the Near East. The general purpose and methods of this course are the same as those in the course on Oriental Trade. However, in the trade of Western Europe certain special conditions and problems exist because of the advanced industrial and commercial organization there. Reports and special problems are assigned. Open to students who have completed the course in International Trade Practice. Given in Chicago. *Credit, two semester-hours.* Professor R. J. Ray.

Geography of North America (Geology B12)—A study of the influence of geographic conditions on the development of North America as a whole; the physical features and climatic conditions modifying life; the character and distribution of each nation's re-

sources, their exploitation, and problems of conservation; the place of each North American nation as a part of the industrial and commercial world. Open to students who have completed Geology A5. Given in Evanston. *Credit to be arranged.*

Geography of Asia (Geology B15)—The influences of the physical environment on the development of the people of Asia; the resources and their exploitation; emphasis on Japan, China, Siberia and India, and their commercial relations with the United States. Given in Evanston. *Credit to be arranged.*

Geography of Africa (Geology B16)—A study of the continent and its relations to other continents; detailed study of the sections of Africa presenting strong contrasts; the geographic reasons for their present industrial and commercial conditions. Given in Evanston. *Credit to be arranged.*

Geography of South America (Geology C7)—A study of the influences of geographic conditions on the development of the different South American countries; the physical features, climatic conditions, and general relationships; a study of the geography of each country with special emphasis on present conditions and development as an index of future possibilities. Special emphasis will be placed upon our trade with South American countries. Open to students who have completed Geology B12. Given in Evanston. *Credit to be arranged.*

Geology and Geography—Other courses dealing with physical and geographical conditions with respect to their bearing upon the natural resources and trade relations of North and South America, are offered by the Department of Geology and Geography in the College of Liberal Arts.

Economics, History, Political and Social Science

PROFESSOR DEIBLER, PROFESSOR HEILMAN, PROFESSOR LAGERQUIST, PROFESSOR SECRIST, PROFESSOR CLARK, PROFESSOR TODD, PROFESSOR POOLEY, PROFESSOR GROSE, MR. HAHNE, MR. WELLS, MR. MOORHOUSE, MR. CAHN

The Elements of Economics (Economics A)—An elementary course in the principles of economics. First semester—An examination of the fundamental principles of economics. Second semester—Application of these principles to practical problems. Throughout the course special attention is given to the relation between theory and practice. Required of Sophomores taking Pre-Commerce work.

Given in Evanston (for hours and credit, see Annual Catalog). Given in Chicago. *Credit, four semester-hours.* Professor Deibler, Mr. Hahne, Mr. Wells, Mr. Moorhouse, Mr. Cahn.

Sociology (Economics B4)—Social evolution and progress, with particular reference to social laws; social institutions, such as the family, the state; social progress, and physical, psychical, economic, and political factors in social progress. Given in Evanston (for hours and credit, see Annual Catalog). Given in Chicago. *Credit, two semester-hours.* Professor Todd.

Elements of Public Finance and Taxation (Economics B6)—The nature of the state; theories and classification of public expenditures; national, state and local expenditures; budget making in theory and practice. The theory and practice of taxation. Property, income and inheritance taxes. National, state and local tax systems and administration. Open to students who have completed Economics A. Given in Evanston. *Credit, three semester-hours.* Mr. Hahne.

Business and Government (Economics C2)—The relations between the public and public service corporations. The necessity of regulation, various methods of control—the franchise, the indeterminate permit, public utilities commissions. The development of the principles of valuation, rate-making, service, and capitalization. Government ownership. The relations between government and private businesses. The proper scope of regulation, constitutional and legal aspects of regulation. Regulation of competition. Control of corporations and trusts. Government promotion and encouragement of business, elements of a national policy towards business. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Heilman.

Government—Other courses in Government are offered by the Department of Political Science in the College of Liberal Arts. These courses may be elected by Commerce students who can satisfy the prerequisites fixed by the Department.

Labor Problems and Trade Unionism (Economics C3)—The development of a wage-earning class with special emphasis on economic causes. Problems of woman and child labor. Immigration. Early organizations of labor. Trade union history, structure, methods and policies. The trade agreement, strikes, arbitration, the injunction and the legal responsibilities of the union. Open to students who have completed Economics A. Given in Evanston. *Credit, three semester-hours.* Professor Deibler.

Labor Conditions and Labor Legislation (Economics C4)—Factory conditions in respect to hours, wages, sanitation. Industrial accidents, safety standards and accident prevention. Limitation of hours. Workmen's compensation. Laws regulating the employment of women and children. Unemployment insurance. Minimum wages. Labor bureaus and the administration of labor laws. Open to students who have completed or are taking a course in the B group of courses in the Department of Economics. Given in Evanston. *Credit, three semester-hours.* Professor Deibler.

Principles of Taxation (Economics C7)—Historical survey of early taxation with respect to tax principles; justice in taxation; theories of taxation; distribution of taxation; present tendencies and reform in taxation. Open to students who have completed Economics B6. Given in Evanston. *Credit, three semester-hours.* Mr. Hahne.

Value and Distribution (Economics C9)—Detailed examination of the outside influences affecting business establishments and the principles that govern the operation of business. Value; production and diminishing productivity; rent; capital; interest; wages; profits; social reform. Open to graduate students and to seniors who have completed Economics B2. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, four semester-hours.* Professor Deibler.

Contemporary Europe (History A6)—A review of European history since 1815; the development of nationalism, national imperialism, and democracy; economic and social changes; the major events and immediate results of the Great War. Given in Chicago. *Credit, two semester-hours.* Professor Grose.

History of the United States (History A7)—A survey of the growth of the American state, with the emphasis upon the more recent events. Founding the State, 1600-1814; nationalizing the State, 1814-1865; the New Nation, 1865-1898; America a World Power, 1898-1920. Given in Chicago. *Credit, two semester-hours.* Professor Pooley.

Industrial Relations

PROFESSOR HOTCHKISS, PROFESSOR EARL DEAN HOWARD, PROFESSOR DUTTON

Labor Management (Commerce B6)—A course designed to meet the demand for instruction in the scientific adjustment of the relations of employer and employe. The employment department, its organi-

zation and functions, its relations with the management, with foremen and with workmen. Labor turnover and absenteeism. Their significance and costs, methods of determining and reducing. Rate setting, safety and welfare work. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Dutton.

Industrial Relations (Commerce C7)—A course prepared to meet the demand for information in the scientific adjustment of the relations between employer and employe. The organization of the labor department, its duties and functions, its place in administering the policies and plans of the management concerning its employes, its part in the formation of such plans, etc. The course deals primarily with the fundamental principles underlying industrial relations. Open to all students. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Hotchkiss, Professor Earl Dean Howard.

Seminar in Personnel Administration (Commerce D1)—An advanced course in personnel methods and administration, combining classroom instruction with laboratory and field work in the personnel or employment department of selected business establishments. Open to graduate students and to candidates for the M.B.A. degree in their last year. Given in Evanston. *Credit, four to eight semester-hours.*

Journalism

(The Medill School of Journalism)

PROFESSOR HARRINGTON, PROFESSOR BAYS, PROFESSOR SMART, PROFESSOR THAYER, MR. WASHBURNE, MR. BROWNELL, MR. MILLER,
MR. BASTIAN, MR. BARTELS, MR. EWING

A1. Newspaper Reporting and Writing—Study of style and vocabulary, with practice in the securing and writing of news; a study of the methods of getting news by individual efforts, by correspondents, and press associations. Limited to forty students. Open to all Journalism students. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Harrington, Professor Thayer, Mr. Washburne.

A3. Law of the Press—Interpretation of the law in its relation to journalism; a study of the law of copyright, literary property, privileged publications, libel; constitutional guarantees of the liberty of the press; statutory restrictions of the press, etc. Open to all

Journalism students. Given in Evanston. *Credit, two semester-hours.* Professor Bays.

B1. News Editing—A course affording practice in elementary copy reading and headline writing. Consideration will be given to the study of newspaper style, writing leads, make-up methods, libel, straight news and feature stories, signed articles, sectional stories, story structure and assembly, cable and radio news, straight news and feature headlines, unusual forms of headlines and text. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Thayer, Mr. Bastian.

B2. Advanced News Editing—An advanced course affording intensive practice in copy reading. Special attention will be given to the study of headline, the use of pictures, the make-up of special pages, the study of newspaper edition, analyses of "big" stories and news values. The class will be required to make up an entire issue of some paper in the classroom. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Thayer, Mr. Bastian.

B3. Journalistic Writing—Preparation of articles for print, including copy reading, headline building, rewriting, proof reading. Instruction in correct use of words and phrases, with analysis of approved methods of popular approach. The technique of news stories will be discussed, with drill in writing them. Weekly reports on representative newspapers. Sources and treatment of materials for editorials, feature articles, and critical reviews, with opportunities for publication. Intended for teachers and others who desire a broad survey of newspaper materials and methods. Given in Chicago. *Credit, two semester-hours.* Professor Thayer.

B4. Advanced News Reporting and Writing—Continuation of Newspaper Reporting and Writing. An intensive course in the training of reporters on metropolitan papers, giving advanced students, as well as newspaper workers, an opportunity to improve their style and thus better their newspaper equipment; opportunity given to become acquainted with news sources, with practice in writing stories relating to police, city hall, churches, conventions, prominent men, politics and business, as well as short feature and human interest narratives. Open to students who have completed Newspaper Reporting or who have had equivalent experience. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Mr. Miller, Mr. Ewing.

B6. The Art of Typography—Typography, with special reference to newspaper and periodical advertising, type essentials, and typographical arrangement. Principles underlying the correct typography for advertisements and headlines, make-up of text pages and advertisements, designing lay-outs for advertising matter, plates and plate-making, duplicating processes, paper, inks and presses, the use of illustrations and engravings. Given in Chicago. *Credit, two semester-hours.* Mr. Bartels.

B8. Teaching of Journalism in School and College—Companion course to Journalistic Writing (given in first semester). A course especially designed for teachers who have the direction of school publications and who seek some guidance in the conduct of a class in journalistic writing and editing. A critical study will be made of various types of school publications. Given in Chicago. *Credit, two semester-hours.* Professor Harrington.

C1 and C2. Advanced Composition for Journalism Students—General problems of effective style, with special reference to the needs of the journalist. Special attention is given to vocabulary work, conciseness, and concreteness of expression. Practice in expository, descriptive, and narrative writing. Supplementary reading. Required of Journalism students for the degree. Given in Evanston. *Credit, four semester-hours.* Professor Smart.

C3. Problems in Newspaper Policy—A reading and seminar course in contemporary fields, designed to supplement the work in Editorial Writing and Policy and in Reporting. The general subject for 1922-23 will be Public Opinion, based on Walter Lippman's book, "Public Opinion." Those aspects of the subject which relate to sources of editorial influence, journalistic codes of ethics, the endowed newspaper, the treatment of news relating to labor, capital, crime, nationalism, etc., and the questions of censorship, propaganda, coloring, accuracy, will be given emphasis. Open to mature students after conference with the instructor. Given in Chicago. *Credit, two semester-hours.* Mr. Brownell.

C4. Tendencies in American Journalism—A seminar course designed to interpret contemporary journalism in the light of its social and historical conditions. The first six weeks will be devoted to a rapid but intensive study of the history of American journalism, including the colonial press, the political press, the penny press, and the lives of outstanding journalists. The last ten weeks will be given to interpretive studies of the main tendencies in contemporary journalism. Such questions as the rise and decline of personalism, the

movement towards realism, psychological and economic factors in producing the newspaper, the function of the newspaper in national development will be discussed. Open to all students after conference with the instructor. Given in Evanston. *Credit, two semester-hours.* Mr. Brownell.

C5. Editorial Writing and Policy—A critical study of the theory and practice of editorial writing; training in the interpretation of news; editorial policy in its relation to directing public opinion. Limited to twenty-five students. This is a writing course, open to students who have completed Newspaper Reporting or its equivalent, after consultation with the instructor. Given in Chicago. *Credit, four semester-hours.* May be repeated with credit. Mr. Brownell.

C6. Newspaper Management—Training of newspaper executives with particular reference to circulation, advertising and promotion problems of newspapers; functions of various departments; discussion of plant location, equipment and operation; general principles of newspaper cost accounting; purchase of supplies; and delivery systems. Each student to solve four problems during the semester and to make class reports. Given in Chicago. *Credit, two semester-hours.* Professor Thayer.

C7. Writing for Business—Dealing with the editorial problems of class, technical and trade papers; writing of commercial and market news stories; preparation of house organ material, employes' magazines; writing of articles on business investigation. Special lectures by business paper editors. Given in Chicago. *Credit, two semester-hours.* Professor Thayer.

C8. Problems in Industrial Publishing—Training of business paper executives, emphasizing the circulation, advertising and promotion phases of business journalism; offers opportunity of investigation of actual business problems of representative trade and business publications; discussion of relation of editorial to business problems; consideration of the editor as a salesman. Given in Chicago. *Credit, four semester-hours.* Professor Thayer.

C9. The Community Newspaper—Discussions and investigations intended primarily for students interested in the publication of country weeklies and small town dailies. Given in Evanston. *Credit, three semester-hours.* Professor Harrington.

C10. Feature and Magazine Writing—Lectures and discussions bearing upon the preparation of articles for newspapers, magazines, and literary weeklies, with talks at intervals by specialists on Chicago

periodicals. Limited to twenty students. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Harrington.

GRADUATE COURSE

D1 or D2. Research in Journalism—Conference course designed to give the advanced student an opportunity to do original research either on the business or editorial phase of journalism. Open only to graduate students. Given in Evanston. *Credit, six semester-hours.* Professor Harrington, Professor Thayer, Mr. Brownell.

Languages and Literature

PROFESSOR SMART, PROFESSOR SNYDER, PROFESSOR BRYAN, PROFESSOR SARETT, PROFESSOR MARSH, PROFESSOR MARTIN, PROFESSOR MYERS, PROFESSOR FORSYTHE, PROFESSOR BARNES, MR. WRIGHT, MR. CLARK, MR. HEIDBRINK, MR. COOK, MR. NETHERCOT, MR. ROLLINS, MR. HIGHFILL, MR. PETTY, MR. SHOWER, MR. SIMON, MR. CLAAR

English I—A review of the fundamental elements of the language, intended to meet the needs of diploma and special students who are not fully prepared for English II. Given in Chicago. *Credit, two semester-hours.* Professor Myers, Mr. Shower, Mr. Claar.

English II—Analysis, development, and logical presentation of a subject. Sentence structure: unity of thought; arrangement and relation of parts; effectiveness in sentence structure; violations of correct grammatical form; review of punctuation. Vocabulary building; common mistakes in the use of words. The writing of articles on both business and general subjects, to give the student practice in acquiring a correct and effective style of expression. Given in Chicago. *Credit, four semester-hours.* Professor Smart, Professor Bryan, Professor Marsh, Professor Martin, Professor Forsythe, Mr. Cook, Mr. Heidbrink, Mr. Nethercot, Mr. Rollins, Mr. Highfill.

Advanced English—The larger aspects of effective writing, the presentation of the subject as a whole, as distinguished from the details of sentence structure. Consideration of the elements of effective style, based on the study of passages from writers of recognized standing. Especial attention is given to vocabulary building and the advanced study of words. Open to students who have completed English II or its equivalent. Given in Chicago. *Credit, two semester-hours.* Professor Smart.

Business English—A study of the principles of business correspondence. Practice in writing routine, adjustment, credit, collection, and sales letters. Required of seniors. Given in Evanston. *Credit, two semester-hours.* Professor Smart.

Preparation and Writing of Reports—A course intended primarily for accountants and engineers, but adapted also to the needs of other business men. Principles, organization, and typical forms of reports; the construction and use of graphs; the writing of reports on assigned topics. Emphasis is laid on correctness, accuracy, and conciseness of expression, as essential factors in a good business report. Given in Chicago. *Credit, two semester-hours.* Mr. Cook.

Business Correspondence—Training in the composition of effective business letters, with some discussion of tendencies in present-day business correspondence and the problems of management which arise in connection with correspondence. The best practice of the day is studied through extracts from business literature and letters sent out by representative firms in many lines of business. The assigned writing is planned to include a considerable variety of letters, with special emphasis on intra-house communications, service letters, adjustment letters, and collection letters. Given in Chicago. *Credit, two semester-hours.* Professor Barnes.

Literature—First semester: Masterpieces of English literature with special attention to the development of the last fifty years. *Second semester:* American literature from Hawthorne to the present day. This is a year-course, but the work of each semester is a complete unit in itself. Students may register for either semester separately, or for the entire year. Given in Evanston; see English B4, Annual Catalog. Given in Chicago. *Credit, two semester-hours.* Professor Snyder.

Effective Speaking—A study of the theory of effective speaking; practical, original application of the rules and principles. The class offers an opportunity for practice and failures under kindly, constructive criticism. Open to students who have completed English I or its equivalent. Given in Chicago. *Credit, four semester-hours.* Mr. Wright, Mr. Simon.

Argumentation and Extempore Speaking—Selecting material, organizing it, expressing it effectively. Learning to speak results only from speaking, therefore opportunities to speak are given. This course is designed to help men to promotion in business by teaching them to express their ideas orally in a pleasing and effective manner. Given in Chicago. *Credit, four semester-hours.* Professor Sarett.

Commercial French—A thorough drill in French grammar and composition. The course is intended for those who desire a practical knowledge of modern French for business purposes. Given in Chicago. *Credit, four semester-hours.* Mr. Clark.

Commercial Spanish—A thorough training in pronunciation and conversation. Appropriate stress is laid on the technical vocabulary of trade, and on Spanish forms of commercial correspondence. Thorough drill in grammar and in composition is an important feature of the work. Given in Chicago. *Credit, four semester-hours.* Mr. Petty.

Organization and Management

PROFESSOR HEILMAN, PROFESSOR SWANSON, PROFESSOR DUTTON, MR. JACOBS, MR. OGILVIE

Business Organization I (Commerce B8)—A systematic descriptive survey of the organization and operation of the business, of its typical activities and their relationship to each other. The promotion and financing of the business; forms of organization; control of production, planning and operation; employment and handling of men; purchasing; advertising, selling; banking; credit; collections; accounting; cost accounting, business barometers, executive control. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Heilman, Professor Dutton, Mr. Jacobs.

Factory Management (Commerce B9)—Factors affecting location of plant; adaptation of building to process; types of factory building; routing of work; selection and arrangement of machinery; auxiliary departments. Types of organization and special adaptations of each type; executive control; methods in the Production, Stores, Purchasing, Shipping, Engineering, Cost and other departments; progress records; standardization. Handling of labor, wage systems; time study; selection, discipline, and records; methods of securing the workmen's coöperation. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Dutton.

Business Organization II (Commerce C5)—A course primarily analytical in character, dealing with the problems of structure and internal organization of the business: (a) The structure of organization; standards, classification and division of duties, centralization, functionalization and specialization; the staff function and initiative in business; (b) the operation of the organization; planning, supervision, inspection and follow-up, coördination; control by records, discipline, leadership, executive control. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Dutton.

Office Organization and Management (Commerce C6)—A practical study of principles of organization and management as applied to office functions; for students in business administration, accounting, and secretarial work; deals with duties and problems of office executives; personnel problems; educational work; human interest; location, lay-out and equipment; methods; correspondence; filing; department records and statistics. Given in both Evanston and Chicago. *Credit, two semester-hours.* Mr. Ogilvie.

Business Organization and Management—Special Problems (Commerce C8)—Managerial personnel, including selections, development, energizing, rewarding, shifting, demotion; major considerations in determining organization structure; centralization versus decentralization. The kind and form of information that the executive needs; considerations in the formulation of policies—financial, sales, price, service, labor, production; purchasing, accounting control; the budget; control of capital expenditure. The functioning of an executive board; knowledge of external conditions and means of adapting business to them; expansion, vertical and horizontal; diversification versus specialization. Open to Commerce Seniors and graduate students by permission of the instructor. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Swanson.

Psychology

PROFESSOR WEBB, PROFESSOR HOWARD, DR. SNOW, MR. M. A. MYERS

General Psychology (Psychology A1)—A brief study of how the mind works. The principal mental operations, such as memory, reasoning, imagination, feelings, instincts, etc., will be explained, in their relation to everyday life. This course is intended to lay the basis for the study of Business Psychology. Required of Pre-Commerce students. Given in Evanston (for hours and credit, see Annual Cata-

log). Given in Chicago. *Credit, two semester-hours.* Professor Webb and Professor Howard.

Psychology in Business Relations (Psychology B3)—The applications of psychology to various types of business activities, such as advertising, salesmanship, etc. A study of attention; appeals to customers' sympathy, instincts and habits; a study of methods for making arguments and for presenting suggestions; the psychological strength of various media of advertising; a study of the methods of advertising some typical class of merchandise. Open to students who have completed an elementary course in general psychology. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Howard and Dr. Snow.

Psychological Aspects of Personnel Administration (Psychology C6)—The results of research in the psychological aspects of personnel management in business and industry. Technique of employment management, practice in hiring, assignment, transfer, training, supervision, promotion and discharge. The problems of job analysis, and specification; progress of work, fatigue, and motion study. Individual and plant morale. Incentive, motive, class psychology, industrial reconstruction, and the human relations between employer and employe. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Dr. Snow.

Psychology of Salesmanship—Psychology is defined as the science of human behavior. Behavior is analyzed for the purpose of prediction and control. Selling constitutes an attempt to produce in the prospect a particular form of behavior. The scientific approach to this problem begins with the study of motivation, with the analysis of man's "mainsprings" to action. The course deals with the psychological principles of personal salesmanship, motives for buying, the attitude of prospective purchasers towards the salesman, the various types of buyers and methods of dealing with each, the selection of talking points, the use of suggestion and argument, the development of the faculty of salesmanship, personality in its relation to sales, etc. Open to students who have completed General Psychology, or to others with acceptable practical experience. Given in Chicago. *Credit, two semester-hours.* Mr. M. A. Myers.

Psychology—See also Seminar in Personnel Administration, under Industrial Relations. Other courses in Psychology, offered by the Department of Psychology in the College of Liberal Arts, may be elected by Commerce students who can satisfy the prerequisites fixed by the Department.

Statistics

PROFESSOR SECRIST

Statistics and Statistical Methods (Economics C15)—The course systematically develops the principles of statistical methods and shows by means of illustrations and laboratory problems how they apply in the economic and business world. Students are required to pass judgment upon statistical data already collected, to collect new data, and to apply to them the standard statistical measures. Required of Commerce students in their second year. Open to other students who have completed a course in Economics as advanced as the B group. Given in Evanston. *Credit, four semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Secrist.

Problems in Statistical Methods (Economics D2)—The application of statistical methods to business and economic problems, particular attention being given to the development and criticism of business barometers. The course considers the business barometers currently issued and criticizes them from the points of view of content, ability to forecast business conditions and their application to particular business problems. Open to students who have completed the course in Statistics and Statistical Methods. Given in Evanston. *Credit, three to five semester-hours.* Professor Secrist.

Business Cycles and Business Barometers (Commerce D2)—For description, see *Problems in Statistical Methods* above. Open to students who have completed the course in Statistics and Statistical Methods and to others with the consent of the instructor. Given in Chicago. *Credit, two semester-hours.* Professor Secrist.

Transportation

PROFESSOR VANDERBLUE

The Interstate Commerce Act (Economics B9)—Development of American transportation systems; the economic characteristics of railroads, competitive and non-competitive rate-making; the Interstate Commerce Act, as amended; the causes for the passage of the Act, and the results of its workings; the railroad traffic associations; general characteristics of the rate structure; railroad rates and the problems of plant location and of marketing; milling and fabrication in transit; diversion; routing and tracing; the Administrative and Conference ruling of the Interstate Commerce Commission; the Interstate Commerce Act, and its interpretation. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Vanderblue.

Rate Structure (Economics C12)—The place of the Traffic Department in the railroad organization; the rules of the Interstate Commerce Commission governing the compilation, filing, and publication of tariffs; the Official, Western, and Southern Classifications, and the extent of their application; the interpretation of classifications and of Tariffs; Trunk line and Central Freight Association rates; rates into Southeastern Territory and the Carolinas; the Virginia Cities adjustment; Trans-Mississippi and Trans-Missouri rates; Colorado, Utah, and Montana common points; rates to Southwestern Territory and Texas common points; Transcontinental rates; intra-state and intra-territorial rates; the effect of the Panama Canal on rates and traffic; export and import rates; port differentials and the decisions of the Commission thereon. Given in Evanston. *Credit, three semester-hours.* Given in Chicago. *Credit, two semester-hours.* Professor Vanderblue.

Seminar and Research Courses

Economics Seminar (Economics D1)—Involves an original investigation, dealing with a phase of a fundamental economic problem related to the probable future business field of the student. Students meet for the discussion of general questions involving the technique of investigation, such as the use of original materials, taking of notes, marshalling of facts. The individual work is done under the direction of a member or members of the faculty. Intended to give the student training in the use of the original data and in drawing correct and accurate conclusions based on all of the facts in a limited field of inquiry. Given in Evanston. *Credit, three to six semester-hours.*

Attendance

1921-1922

Graduate students	321	
Undergraduate students:		
Students in Evanston Classes.....	360	
Students in Chicago Classes.....	2,718	
	—	3,078
Special Courses—		
Summer School, 1921.....	352	
Federal Tax Course, 1921.....	107	
National School for Commercial Secretaries.....	187	
	—	646
Total	4,045	
Duplicates deducted	159	
Total individual students registered in all courses.....	3,886	



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Northwestern University

Evanston — Chicago

¶ THE COLLEGE OF LIBERAL ARTS, ideally located in Evanston, offers well organized courses for general education, with special preparation for the professions and for other pursuits requiring broad training, and special courses in Religious Education and in Physical Education.

¶ THE GRADUATE SCHOOL, in Evanston, extends non-professional training and research beyond the College curriculum, with courses leading to advanced degrees.

¶ THE MEDICAL SCHOOL, in Chicago, is one of the best equipped in the United States and its reputation for efficiency is well-established. Numerous hospitals in close proximity are open to students. Clinical material is abundant.

¶ THE LAW SCHOOL, the oldest in Chicago, offers unexcelled library and research facilities. Its courses leading to degrees prepare for practice in any state.

¶ THE COLLEGE OF ENGINEERING, on the campus in Evanston, offers a five-year course of professional education in a University environment, leading to the degrees of Bachelor of Science and Civil Engineer or Electrical Engineer.

¶ THE DENTAL SCHOOL, in Chicago, is recognized as one of the leading schools for dental training and investigation. Its clinical facilities are unsurpassed.

¶ THE SCHOOL OF MUSIC in three well-equipped buildings offers exceptional advantages for the thorough study of music, professional or otherwise. It is located in Evanston.

¶ THE SCHOOL OF COMMERCE, in Chicago and Evanston, offers professional and scientific education for business with emphasis on the training of business executives. Day and evening work, laboratory courses, and business research.

¶ THE SCHOOL OF SPEECH, in Evanston, is a University Professional School. It offers courses in debate, public speaking and interpretation.

¶ THE SCHOOL OF EDUCATION, in Evanston, coordinates the pedagogical activities of the University and through the Department of Education in the College of Liberal Arts offers courses for every type of teaching. Awards University Certificate in Education.

¶ THE MEDILL SCHOOL OF JOURNALISM, in Chicago and Evanston, offers comprehensive courses in editing, news writing, reporting, newspaper administration.

For information regarding any School of the University, address the President's Office, Northwestern University Building, Chicago, Illinois.